

**YALSA Board of Directors Meeting
ALA Annual Conference, Anaheim
June 22 – 26, 2012**

Topic: Membership Update

Background: Letitia Smith, YALSA’s Program Coordinator for Membership, has provided a membership retention and recruitment report for the first three quarters of FY12. Member recruitment and engagement is one of five goals in YALSA’s strategic plan.

Action Required: Information

Data

Total YALSA membership as of April 30, 2012: 5,228

	April 2012	April 2011	% change
Personal	4,897	5,082	-3.64%
Organizational	320	336	-4.76%
Corporate	11	13	-15.38%
Total	5,228	5,431	-3.74%

Breakdown by general job area

11% are academics
24% are students
26% are school librarians
37% are public librarians
2% are other (retirees, friends, etc.)

10 states with the most members

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|---------------|------------------|
| 1. New York | 6. Pennsylvania |
| 2. California | 7. New Jersey |
| 3. Illinois | 8. Virginia |
| 4. Texas | 9. Massachusetts |
| 5. Ohio | 10. Maryland |

10 states with the least members

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|---------------------|---------------------|
| 41. Alaska & Hawaii | 45. West Virginia |
| 42. Delaware | 46. Idaho & Montana |
| 43. Wyoming | 47. North Dakota |
| 44. Vermont | 48. South Dakota |

Retention

- ! Promote the personal approach by sending welcome emails to new members; the Board then follows up with a personalized note. This approach has been well received.
 - The welcome email highlights how to make the most YALSA membership; i.e. variety of ways to participate at a variety of commitment levels.
- ! Respond to membership emails with a phone call rather than by email.
- ! Promotion and Membership committee sends milestone anniversary cards to members on 5, 10, and 15-year anniversaries, and going forward in 5 year increments.
- ! During National Volunteer Week in April, board members sent notes along with swag to all YALSA committee members to thank them for their hard work and commitment for all they do for YALSA.

Recruitment

- ! **Email:** Recently we emailed correspondence to over 1,852 former YALSA members who dropped their membership within the last five years. The email highlighted new benefits; among those new benefits include the convenience of keeping in touch with YALSA through social media. This added incentive allows YALSA to attract our younger members. To date this initiative has been met with a 5% response rate.
- ! **Snail Mail:** YALSA partnered with ALA to send a mailing to 7,990 potential members at a cost of \$2,000 to YALSA and netted a total of 231 new members.
- ! **Exhibiting**
 - o Beyond School Hours: YALSA exhibited at the conference with YALSA President Sarah Flowers

Ticketed events at the ALA Annual conference are typically a significant revenue source for YALSA.

- ! Over 350 flyers regarding Annual and containing information on YALSA activities were mailed to unregistered YALSA members who live within driving distance of Anaheim encouraging attendance. The local arrangements chair also received flyers for distribution. At this time the impact of this initiative is unknown.
- ! Preregistered YALSA members received an email blast encouraging them to sign up for preconferences and ticketed events
- ! All members received an email blast about AASL, ALSC and YALSA highlights at the conference and registration information
- ! Regular conference updates were posted in YALSA E-news
- ! The conference was promoted to members and beyond via blogging, Tweeting and posts to various listservs

Surveys

- ! The last general membership wide survey was implemented in the summer of 2008
- ! Smaller surveys have been implemented re1 o mbe12.0.2bee