

YALSA Board of Directors Meeting  
ALA Annual Conference, Washington DC  
June 24 – 29, 2010

**Topic:** New Objective for Strategic Plan

**Background:** The strategic plan was adopted in June 2008 before the economic recession. Given the ongoing economic downturn, it may be appropriate to revisit the Member Recruitment and Engagement goal in the plan to help ensure that YALSA continues to meet the needs of members.

**Action Required:** Action

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**Proposal:** Add a new objective to the Member Recruitment and Engagement goal to the strategic plan concerning member retention.

**Rationale:**

- Given the economic recession, member retention has become an issue for YALSA. In FY10 membership is down 3.3% over last year. Anecdotal evidence suggests many members

**Proposed New Objective & Strategies:**

**Objective (3): Implement efforts to ensure member retention.**

Strategies:

- a) Assist members who have been negatively impacted by the recession. (H)
- b) Increase satisfaction and loyalty among members. (M)
- c) Ensure value of membership is well articulated and understood by members. (M)

**Additional Resources:**

- YALSA's complete strategic plan can be found at: <http://tinyurl.com/7llvm2>
- How to Weather the Recession as a Membership Organization. Published: June 2009. [www.asaecenter.org/PublicationsResources/articleDetail.cfm?ItemNumber=42656](http://www.asaecenter.org/PublicationsResources/articleDetail.cfm?ItemNumber=42656)
- Keeping Membership Strong in a Recession. ASSOCIATIONS NOW, June 2009. [www.asaecenter.org/PublicationsResources/ANowDetail.cfm?ItemNumber=42129](http://www.asaecenter.org/PublicationsResources/ANowDetail.cfm?ItemNumber=42129)