

**YALSA Board of Directors – Annual ‘10
Topic: Membership Update**

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Background: YALS
memb
quarter
goals

Action Required: **Infor**

Background/Demographic: YALSA discussion lists

.5% enrolled as YALSA members as a result of this initiative.

Mailing to 1,000 Teen Read Week registrants who wanted more information and expressed an interest in YALSA membership

Approximately .5% enrolled in YALSA as a result of this mailing

Mailing to young adult librarians, who are ALA but not YALSA members highlighting

_____that
YALSA would provide a great home within ALA for anyone who works with teens. As an incentive a free 2010 on-line course was offered.

20 librarians have added YALSA to their membership as a result of the mailing.
Friends of YALSA Newsletter

The YALSA newsletter has resulted in increased stewardship and engagement by spotlighting past presidents and acknowledging donor contributions while recognizing how their support benefits YALSA.

Redesigned handouts section of YALSA web site so that members can more easily recruit at the local level, including through First Wednesday with YALSA events.

Updated YALSA membership information on the web site with expanded member benefits and more information about how to join.

Helped staff the ALA booth at the PLA and IRA conferences and distributed YALSA member information and other materials.

Co-hosted a YALSA Happy Hour with OYAN at the PLA conference.

New Recruitment Initiatives:

130 letters and white papers on importance of YA in SLIS were sent to deans of library schools and instructors who teach YA focused courses (completed May, 2010)

