

YALSA Board of Directors – Annual '10
Topic: Division & Membership Promotion Committee Report

Question #2 asked participants to rate their familiarity with YALSA's free news and networking resources. The choices given were: the blog, ALA Connect e-chats, the Facebook page, listservs, the MySpace page, podcasts, the Twitter feed, the wiki, *YAttitudes* (email newsletter), and the *Young Adult Library Services (YALS)* print journal.

The three highest rankings for "very familiar" were the more traditional formats: *Young Adult Library Services (YALS)* print journal (71.9%), *YAttitudes* email newsletter (58.8%), and listservs (43.4%). These highly-ranked resources have probably existed the longest and therefore are better known. *YALS* is sent directly to members. As a hard copy, it is the most tangible (and perhaps, then, most memorable) of the formats. *YAttitudes* is sent directly by email. Even so, only slightly over half of the members taking the survey were familiar with it.

The committee wondered if members were overwhelmed with email messages, causing them to overlook *YAttitudes*

may be less familiar with more technical resources. In addition, depending on the participants'

**YALSA Board of Directors – Annual ‘10
Topic: Division & Membership Promotion Committee Report**

Question #5 asked participants if there were any items listed in the previous question that they were not familiar with, which one would they most like to know more about?

Out of 107 responders, 28% said they would like to know more about white papers and 24% would like to know more about toolkits.

magazine, *SLJ Extra Helping* e-newsletter, *SLJ Teens* e-newsletter, *VOYA* magazine, YALSA blog, YALSA Twitter feed, and the YALSA web site.

This question was answered by 114 respondents, with 13 skipping the question. There was a tie among the top three resources used most often by respondents. The tie was between *School Library Journal* magazine (37.7%), *AL Direct* e-newsletter, and *American Libraries* magazine. The next most popular resource was the ALA website (36.8%), followed closely by *VOYA* magazine (36%).

It is interesting to note that of the ten resources listed, none of the top five most popular resources were YALSA resources. What this seems to indicate is that respondents, while interested in teen librarianship resources, are equally or perhaps even more interested in librarianship in general, and prefer to get their information from ALA resources over YALSA resources. YALSA should examine their coverage in the *AL Direct* e-newsletter, *American Libraries* magazine, and *School Library Journal* to see if their coverage could be expanded in those resources and also compare those resources' marketing strategies to those being used to market the YALSA blog, web site and Twitter feed.

In the write-in portion, resources that were mentioned most often included non-YALSA blogs, listservs (YALSA & state library), *Library Journal*, other librarians, word of mouth, or co-workers. It seems that respondents look many places for news about libraries and librarianship, but not necessarily to YALSA resources specifically.

Question #11 asked respondents If they had any suggestions on how YALSA could enhance or improve its communication to the membership.

There were only 21 responses to this question, and the results fell into the following categories (with specific suggestions listed below):

Eight participants chose “No suggestion because communication is great!” Their comments included: “Love the Facebook and Twitter updates,” “Podcasts are great,” “Love ALA Connect,” and “Love Teens Top Ten.”

Five participants chose “Anything that will save time.” Their comments included: “Make sure that information is not repeated multiple times in different formats (email, Twitter, blog etc.) Match the format to the info/message,” “Pick 2 or 3 methods of communication and stick with them,” “More short bursts of info (like Twitter) with the option for more detail if interested,” and “Maybe use Google Wave?”

Three participants chose “The YALSA website is not user friendly and usability should be improved.” Their comments included: “Heavily used links are buried” and “Add video book reviews to the website.”

Two respondents chose “Balance "high tech" with "high touch"--ie, more personal interaction and warmth from YALSA office, Board, etc.” Their comments included “More information and

better response to interest expressed in volunteering” and “Better notification on availability of Board minutes.”

One respondent said “YALSA needs to focus and present a more cohesive message” and another respondent chose “Reach out to other library organizations and encourage collaboration.”

There was also a comment about a disappointing speaker sent by YALSA to the NMLA (New Mexico Library Association) conference. The respondent (a happy YALSA member) felt this speaker was rude, unenthusiastic, and unprofessional and felt strongly that their behavior reflected poorly on YALSA.

Last, but not least, question #12 asked respondents if they wanted to be entered in a drawing to win a seat in a YALSA e-course, to enter their name and contact information. While 69 respondents answered this question, 58 skipped it. Those who skipped this question may lack the tech-savvy, time, resources or interest in taking the e-course.