

**YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
June 24 - 28, 2011**

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 FY11. Member recruitment and engagement is one of five goals in YALSA's strategic plan.

Action Required: Information

Background/Demographic:

YALSA membership April 20, 2010 - 5318,

YALSA membership April 30, 2011- 5,431; this is an increase of 2.12%.

11% are academics

24% are students

26% are school librarians

37% are public librarians

Looking ahead YALSA will take a more active role in promoting what we offer by having a membership table/booth at the upcoming conferences, REFORMA, AASL, PLA and Beyond School Hours.

Retention/New Members – Update:

We are continuing:

