

Existing (As of April, 2010, this is ongoing):

On the fifteenth day of the month an email is sent to YALSA members reminding them that their membership will expire at the end of the month. The YALSA email is sent about 10 days after the first email from ALA, with a thank you sent as a follow up to renewals.

Initiatives Update:

We are continuing with the following initiatives:

The Promotion and Membership committee will send Milestone Anniversary Cards to members on 5 years, 10, and 15-year anniversaries, and going forward in 5-year increments.