

YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Dallas  
January 20 – 24, 2012

**Topic:** Membership Report

**Background:** YALSA’s Program Coordinator for Membership has provided a membership retention and recruitment report for the first quarter of FY12. Member recruitment and engagement is one of five goals in YALSA’s strategic plan.

**Action Required:** Information

---

**Membership Statistics**

Total YALSA membership as of November 30, 2011: 5,277

	November, 2011	November, 2010	% change
Personal	4,390	5,015	-1.69%
Organizational	335	362	-7.46%
Corporate	12	13	-7.69%
Total	5,277	5,390	-2.10%

Despite numbers, YALSA stewardship efforts are being met with a positive response.

**Member type breakdown as of 2011:**

26% school  
24% student  
39% public  
11% other

**Overlap with other Divisions:**

Division	Number of YALSA members who are also members of this Division
AASL	1,755
ACRL	296
ALCTS	255
ALSC	1,540
ALTAFF	164
ASCLA	162
LLAMA	413
LITA	364
PLA	1,237
RUSA	411

***We continue to:***

- ◆ Promote a feeling of cohesiveness with the YALSA office sending welcome emails to new

