

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Philadelphia  
January 11-16, 2008**

**Topic:** Request for Board Action:

**Background:** In the recent survey on strategic planning, 17% of respondents indicated that they have been a member 1 year or less and 63% indicated they have been a member 2-10 years. In order to ensure these individuals become long-term members, it is important to give them ways to learn about how to become involved in the association. The Executive Committee discussed this need at their fall meeting and is presenting the recommendation you see below.

**Action Required:** Action

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**Request:**

To charge the Division and Membership Committee, or other qualified members, with creating a YALSA 101 e-course for members based on the popular live program offered currently at each Annual Conference, which would be offered as a free, self-paced course via the YALSA web site.

**Rationale:**

A sizable crowd has attended the YALSA 101 class both times it has been offered at the Annual Conference on the Friday afternoons. Based on this response, plus the surveys which indicate that a large percentage of our membership never attend conferences, the Executive committee felt the development of a free self-guided e-course introducing members to YALSA would be a valuable resource for both new and interested members.

**Areas of the Strategic Plan the Proposal Supports:**

- Association Sustainability
- Marketing

**How the Request Benefits YALSA and the Profession:**

Recent surveys, such as the one about strategic planning, have shown that many members are looking for more ways to get involved in the association. A free e-course could be a unique way of disseminating such information. Additionally, members who are not passive, but who contribute actively to the association are ones who will hopefully become leaders in YALSA and within the profession and help ensure sustainability for YALSA by becoming long-term members.

**Additional Information:**

Many members have also expressed interest in mentoring, getting involved in YALSA, and networking with other members. A self-guided e-course that may end with options for members

**YALSA Board of Directors – Midwinter 08**

**Topic: Request for Board Action: YALSA 101 E-Course**

to publish, join committees, join mentoring programs and more, would be a great interface. It would include many of the topics included in YALSA 101, including publishing, awards and selection lists, committees and programming, but with a virtual aspect that would allow members to click immediately on a mentioned program, or to go back and revisit topics more than once. Committees who have a particular topic that new members or even current members who want to be more active could contribute content – like the Publications Committee.