

YALSA Board of Directors – Midwinter 08
Topic: Request for Board Action: New Member Outreach
Item # 23

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Philadelphia

- This translates into about 22 new members per month, or less than two members per Board member

As of October 2007, YALSA had 1,159 student members (in October 2006, we had 1,210 student members)

In October 2007 we had 809 more members than in October 2005 (an increase of about 17% in total membership over that 2 year period)

Contacts could be assigned to Board members based on geography (Board members contacting new members in their geographical region)

We could work out specifics of how Board members would be assigned who to contact but could follow a simple structure, such as each Board member taking a month and sending a personal email or note to new members (info. Received from YALSA office) during that month

Staff could create a sample letter or talking points for a phone conversation for Board members to use when contacting new members