

**Board of Directors Meeting  
ALA Midwinter Meeting  
January 23-28, Denver**

**Topic:** 2008 Membership Survey Results

**Background:** YALSA’s last membership survey was in the spring of 2004. Since that time the association has added over 1,000 members. As part of Sarah’s “Engaging the YALSA Community” theme for her presidency, it was decided to conduct a new survey to gauge how well YALSA was meeting member needs and expectations. The survey ran during July and August of 2008, and 951, or 18% of YALSA’s individual members responded to the survey. The Division and Membership Promotion Committee analyzed the results, and their recommendations are provided below. The Board will want to review the recommendations and discuss methods for addressing issues that surfaced in the survey.

**Action Required:** Discussion

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Recommendations from the Division & Membership Promotion Committee, based on survey findings:

- **Expand the availability and breadth of professional development** and continuing education for YALSA members including conference programs, local workshops, and e-courses. Also, make these opportunities as readily available as possible to members through package deals, scholarships, giveaways, etc.
- **Increase YALSA’s local & regional presence.** Sustain the “YALSA Road Trip” local initiative including communication with colleges and universities offering an MLS program. Maintain a presence at library

and publication to be done in the field of teen development and library services. Gather



3. placing a national importance on teen reading	Very good
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The good news is that while these activities ranked highest in importance, members felt that YALSA was doing a very good job with them. Therefore, these aren't areas YALSA needs to focus on at this time other than to continue to do what we're already doing and periodically evaluate the success of that.

**Three important YALSA activities members indicated YALSA is doing poorly:**

1. research
2. providing opportunities for members to participate in YALSA
3. communication with members (email in particular)

Since these areas were ranked important, but members felt YALSA was doing a poor job with, this is where YALSA should focus its energies. It is helpful that research is a goal in YALSA's new strategic plan. The member recruitment and engagement goal is also directly related to numbers 2 and 3 above.

**1. Research**

<b>Current activities</b>	<b>Upcoming Activities</b>	<b>Possible new activities</b>	<b>Related Strategic Plan Strategies</b>
Henne grant	Research journal	Research project with SLJ	Locate & disseminate existing research
Research Committee compiles an annotated bibliography of research every 3 years			Identify opportunities to communicate existing research
Research articles occasionally appear in YALS			Inform members of research opportunities
Paper presentations at the Symposium			Identify organizations producing relevant research
			Develop relationships w/ relevant organizations to raise awareness of the need to include libraries in their research agendas
			Create & implement a plan to promote opportunities to produce and publish research directed at teen services to library schools &



**YALSA Board of Directors – Midwinter 09**

**Topic:**