

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Boston
January 15 – 19, 2010

Topic: Email Communications to Members

Background: In the past few years YALSA has gradually increased its email communication to members in an effort to deliver them more timely information about YALSA news, programs and services in the most cost effective way. The Board may want to discuss the desirability of a coordinated, strategic e-communications plan to members to ensure that members' and YALSA's needs are being met.

Action Required: Discussion

Types of Email to the Membership:

- Email blasts to the membership regarding a specific event or activity such as the YA Lit Symposium or Teen Read Week
- Canned emails to individual members triggered by a specific action, such as membership renewal or completing a committee volunteer form
- Formal e-newsletters. *YAttitudes* is sent to the membership quarterly via an email blast. The new FOY e-newsletter is meant to be a quarterly e-publication and goes only to donors.
- Email blasts to targeted groups, such as Teen Teen Tech Week or Annual Conference registrants

Additional Information:

- Email blasts aren't free. YALSA uses the service Mail Chimp to send out email blasts and pays about half a cent per email address per email message.
- Not all YALSA members receive emails from YALSA. Only those who set their ALA member communications preferences to receive information from Divisions and via email (about 500 of our personal members do not receive emails from YALSA).
- The open rate (individuals who physically click on the message and open it) on *YAttitudes* is just over 30%. The industry average is 27%.

Questions to Consider:

- Would it be beneficial to YALSA to merge email blasts and *YAttitudes* into one branded effort? Since *YAttitudes* is only quarterly, and much of the information members need is time sensitive, the email blasts grew from the need to reach out to members in between issues of *YAttitudes*.
- Is the content typically in *YAttitudes* best delivered in an email format?
- How does email communication compete or complement other forms of member communication, such as *YALS*, the blog, listservs, etc.?

