

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

**Topic:** Membership Report

**Background:** YALSA's Program Coordinator for Membership has provided a report below. In FY09, member dues accounted for 35% of YALSA's revenue.

**Action Required:** Information

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**Background/Demographic:**

Total YALSA Membership as of December 15, 2009: 5,467

**Who are our members?**

**Regular members** – comprise 76% of YALSA's membership body and are in library and information services or related positions and meet the following criteria:

(a) possess a master's degree;

(b) possess a state level certification; hip hMMC /P MCID 18 28C -0.0002 Tc5-14.4Bac(Con Bouritership hM

Retired	170
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### **Recruitment Strategies:**

October, 2009 – Implemented key direct mail and email campaign to the following target audiences:

- ◆ Approximately 3,000 non member “bk” lists subscribers participating in YALSA discussion lists
- ◆ 1,000 Teen Read Week registrants
- ◆ Friends of YALSA Newsletter

### **Recruitment Initiatives**

- ◆ Stipends, scholarships, reduced registration fees, mentoring
- ◆ Special programs and events
- ◆ In October 2009, 2,484 emails were sent to young adult librarians, who are ALA but not YALSA members outlining that YALSA would provide a great home within ALA for anyone who works with teens. As an incentive a free 2010 on-line course was offered. To date, 20 librarians have added YALSA to their membership.

Essentially the results of these strategies/initiatives have been negligible however, we have provided additional information regarding YALSA, which was requested, and we did receive emails stating that “this is a difficult time for librarians financially”.

### **Retention**

#### **New Members**

- ◆ Currently to promote a feeling of cohesiveness, the YALSA office sends welcome emails to new members; the Board then follows up with a personalized note.
  - § The welcome highlights how to make the most of the YALSA membership through involvement with a committee, activity or project
  - § Encourage the introduction of other members to YALSA

#### **Existing**

- ◆ On the fifteenth day of the month an email is sent to YALSA members reminding

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- ◆ The YALSA office will send Birthday cards to past YALSA presidents, promoting stewardship by conveying they and all they've done for YALSA are remembered.
- ◆ Stay attuned to needs:
  - § Create activities for students/young professionals
  - § Members returning to school qualify for student membership
  - § Create a “careers corner”