

Membership Statistics

Total YALSA membership as of November 2019: **4,275**

	November, 2019	November, 2018
Personal	4,023	4,333
Organizational	236	251
Corporate	16	17
Total	4,275	4,601

Overlap with other Divisions:

Division	Number of YALSA members who are also members of other Divisions	
	November, 2019	November, 2018
AASL	1,364	1,470
ACRL	221	244
ALCTS	171	194
ALSC	1,302	1,484
ASGCLA	131	160
LITA	231	281
LLAMA	341	375
PLA	946	1,020
RUSA	276	293

Ongoing Retention

- ◆ The YALSA office sends a welcome message to new members through email to promote YALSA's vast resources, the Board follows up with a personalized note that reinforces the welcome - these efforts continue to receive positive feedback.
 - The welcome email highlights how to fully benefit from a YALSA membership depending on the commitment levels
- ◆ Respond to membership queries promptly (within 24 hours) by phone or email
- ◆ Thank you note and swag are sent to members who serve on a committee, jury, taskforce and advisory board during National Volunteer Appreciation Week
- ◆ A token of appreciation is also sent to YALSA board members during National Volunteer Appreciation Week
- ◆ Plaques are sent to member grant, award and scholarship winners
- ◆ Use the valsacom@lists.ala.org listserv to share breaking news with our most engaged members, those who serve on committees, juries, advisory boards, and taskforces

Recruitment Efforts

- ◆ YALSA sent recruitment materials to the following:
 - Association for Rural Libraries
 - Cranston Public Library
 - Texas State Library & Archives Commission
 - San Joaquin Company Public Library
 - Oakland Public Library
 - Riverside Public Library
 - Whittier Public Library
 - Indiana State Library
 - New Mexico State Library
 - North Carolina Library Association Conference
- ◆ Recruitment materials were sent to Kate McNair
 - Kate hosted a YALSA social event to recruit new members in Kansas City
- ◆ In December - sent 244 emails to 2019 YA Young Adult Symposium attendees who are not YALSA members
 - We won't know the success of the email blast until we get the numbers in the next ALA membership report in late January

Upcoming Recruitment Efforts

- ◆ Send an email to members whose YALSA membership lapsed in 2017 to present detailing the “perks” of being a YALSA member and “**What’s New/What’s Next in YALSA**”!

Additional Resources

- ◆ Slides on Increasing the Value of Membership <http://www.baileadership.com/wp-content/uploads/2017/04/Increasing-the-Value-of-Membership-Slides-4.13.17.pdf>