

To: ALSC Board of Directors
From: Elizabeth Serrano, Membership Marketing Specialist
Re: Membership Report

FY18 Membership Statistics

As of April 2018, we stand with 4,374 members, a 4.09% increase compared to April 2017 (see Figure 1a). This sharp increase compared to FY17 is most likely due to it currently being an Institute year for ALSC. Members have been encouraged to join prior to the early bird deadline of June 29, 2018.

We did experience a slight drop in numbers from March to April this fiscal year, decreasing by ten memberships. This is typically common during this time of year. For example, in FY17, we experienced a decrease in membership by 32 membership units.

Although we tend to experience a drop in overall members for April, overall, this fiscal year, we are retaining more members than we were in FY17. For example, in April 2018 we only experienced a 100 member unit drop compared to the 109 drop seen in April 2017, and in March 2018 we only experienced a 73 member unit drop compared to the 96 member unit drop seen in March 2017. This increase in retention could also be due to it being an Institute year.

Month	Total Members	% change Compared to FY17
Sep-17	4228	2.77
Oct-17	4246	3.16
Nov-17	4272	3.64
Dec-17	4254	1.87
Jan-18	4307	2.84
Feb-18	4344	3.58
Mar-18	4384	3.54
April-18	4374	4.09

Figure 1a. ALSC FY18 totals through April 2018.

Overall, ALA is doing well this fiscal year in memberships seeing a 4.20% growth. Figure 1b shows a select ALA divisions and their performances for April 2018.

Division	Total Members April-18	% Change Compared to FY17
ALA	59315	4.20
AASL	7076	12.68

ALSC	4374	4.09
LITA	2403	-4.15
LLAMA	3653	-.73
PLA	9655	19.66
RUSA	3036	-5.54
YALSA	4776	-.77

Figure 1b. Select division membership totals for April 2018.

ALSC Mentoring Program

We are nearing the end of our Fall 2017 mentoring program. We facilitated over 50 matches this round. The success of the program this past year was due to increased promotion, urgency, and program support.

On the ALSC website we have an RSVP form available for those interested in the next round of applications. Thus far, we have **80** RSVP’s for the next round of applications! 26 of these being prospective mentors and 54 being prospective mentees.

Applications for the Fall 2018 program are expected to open at the end of June, with acceptances being sent to participants in September. We expect an increase in matches for the Fall 2018 based on RSVP statistics. Figure 2 shows program statistics since Spring 2014.

Mentoring Program Stats		
	# of Applicants	# of Matches
Spring 2014	49	19
Fall 2014	43	13
Spring 2015	81	30
Fall 2015	81	30
Spring 2016	73	21
Fall 2016	56	23
Spring 2017	61	20
Fall 2017	115	57

Figure 2. Number of matches per session for the ALSC Mentoring Program.

ALSC Roadshow

The [ALSC Roadshow](#) is an opportunity for ALSC members to apply for funding or material to represent the division at state/local conferences. The program is administered by the ALSC Membership Committee. We have approved funding for one proposal for FY18. We also approved a materials only request to an Atlanta Area Mock Newbery Meeting and to the NY

State Section of School Librarians Conference. ALSC will also have a presence at the Joint Conference of Librarians of Color (JCLC) in September, sharing a booth with YALSA.

FY18 Roadshow Program Approvals	Date	Cost
Idaho Library Annual Conference	10/4/2017	\$300.00
Atlanta Area Mock Newbery Meeting	1/6/18	Materials Only
NY State Section of School Librarians Conference	5/4/18	Materials Only

Figure 3. Approved Roadshow Requests for FY18.



Figure 4. ALSC Membership Committee member, Susan Polos, attending the NYSSSL Conference in May.

ALSC Student Gift Memberships

This pilot program was launched in January 2017 to help library school students and new graduates jump start their career in librarianship.

The Task Force sent out a midpoint survey to the students to help ALSC gain a better understanding of how the memberships are being used and to help determine its effectiveness. Approximately 44 out of 95 students responded to the survey with 34 out of those 44 students indicating they plan on renewing their ALSC memberships at the close of the pilot program in December 2018.

2018 Emerging Leaders Team

ALSC Board AC 2018

DOC #15

Team C working on the ALSC project, “Cultural Competency in Youth Librarianship,” is comprised of: Stephanie Anderson, Nicole Husbands, Tasha Nins, Jacqueline Quinn, and Raina Tuakoi. Also assisting with the project will be ALSC’s Member Mentor and 2017 Emerging Leader, Tori Ann Ogawa. The team submitted their final project earlier this month. More details on the project are outlined in the Emerging Leaders Report.