

To: ALSC Board of Directors

From: Elizabeth Serrano, Membership Marketing Specialist

Re: Membership Report

FY18 Membership Statistics

As the ALSC Institute approaches, we expect a strong next few months in membership. For January and February, we saw an approximate 3% growth in overall members as shown in **1a**. To offer a comparison of the latest two Institute years, figure **1b** shows growth in ALSC membership in FY16. We're still ahead in overall members compared to FY16, with a steady increase each month.

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

Figure 1a. ALSC FY18 totals through February 2018.

Month	Total Members	% change Compared to FY14
Sep-15	4023	.75
Oct-15	4033	.90
Nov-15	4069	2.24
Dec-15	4068	2.96
Jan-16	4133	4.21
Feb-16	4158	4.24

Figure 1b. ALSC FY16 totals through February 2016.

2018 is also proving to be a strong year for ALA and other divisions. Figure 1c shows latest statistics for the month of February across selected divisions. AASL recently released their new National School Library Standards for Learners, School Librarians and School Libraries standards and PLA had their conference in March. Both reasons could have contributed to their strong February membership numbers.

Division	Total Members Feb-18	% Change Compared to FY17
ALA	58826	3.86

AASL	6984	13.32
ALSC	4344	3.58
LITA	2421	-4.12
LLAMA	3708	1.28
PLA	9699	14.73
RUSA	3040	-5.24
YALSA	4768	-2.44

Figure 1c. Select division membership totals for February 2018.

ALSC Mentoring Program

On the ALSC website we have an RSVP form available for those interested in the next round of applications. Thus far, we have **60** RSVP's for the next round of applications! 13 of these being prospective mentors and 47 being prospective mentees.

Applications for the next round of the program will open July 2018 and we are already seeing a heavy interest. We alternate between two types of communication to our matches: newsletters that include a personal note from ALSC Leadership or a match in the program and check-ins from members of the Mentoring Working Group. This added support and attention to the program is likely the cause of the boost in interest for 2018.

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 to try and promote membership within ALSC.

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.

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 distributed a mid-point check-in survey to these students and are currently assessing the results.

[Our latest Student Gift Member blog post](#) was published on the ALSC Blog in February. With help from the Task Force, we are continuing to identify any student gift membership recipients interested in writing about their experience in ALSC thus far.

2018 Emerging Leaders Team

The 2018 ALSC Emerging Leader team is currently working on the proposal, “Cultural Competency in Youth Librarianship.” The group meets every Tuesday and currently has a survey distributed to gain a better understanding of experiences related to cultural competency and microaggressions by library staff who work with youth. The survey closes April 16.