

**To:** ALSC Executive Committee

**From:** Elizabeth Serrano, Membership Marketing Specialist

**Re:** Membership Report

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**FY18 Membership Statistics**

We ended the 2018 fiscal year with 4320 members, a 3.28% increase compared to August 2017. In addition to this increase in overall members, ALSC also experienced a decrease in the amount of dropped members in 2018 (98) compared to 2017 (133). This year, more members also renewed (12.97%) and reinstated (5.71%) compared to 2017.

This successful fiscal year is most likely due to it being an Institute year, and a very popular Institute it has been! In August 2014, the last time ALSC held an in-person Institute, ALSC experienced a 2.52% increase in overall members, but also experienced an increase in dropped members by 10.71%. More members dropped in 2014 compared to 2013 even though it was 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
May- 18	4343	3.50
Jun-18	4328	3.07
Jul-18	4311	2.99
Aug-18	4320	3.28

**Figure 1a.** ALSC FY18 totals.

Overall, ALA is doing well this fiscal year in memberships seeing a 2.81% growth. Figure 1b shows a select ALA divisions and their performances for August 2018.

Division	Total Members Aug-18	% Change Compared to FY17
ALA	57866	2.81
AASL	7242	12.30
ALSC	4320	3.28
LITA	2370	-3.93

LLAMA	3630	-0.66
PLA	9392	20.74
RUSA	2961	-5.49
YALSA	4612	-3.21

**Figure 1b.** Select division membership totals for August 2018.

**ALSC Mentoring Program**

Applications for the Fall 2018 Mentoring Program closed on September 21, 2018. Overall, 45 mentees and 42 mentors applied. We hope to facilitate approximately 40 matches.

Upon reading through the feedback submitted, a common theme was **accountability** and **resources for mentors**. Some felt their pair did not communicate as often as they had agreed to in the beginning. Many also noted that they felt more resources were needed for mentors.

In 2017, Staff and Working Group implemented the following: bi-monthly newsletters and email communication; both included links to resources and tips.

In 2018, the plan is to implement a Mentoring Agreement Form to send to all matches in the program. This form will help the matches agree on expectations including: communication method, frequency, and limitations. Additionally, a short PowerPoint PDF will be sent to all mentors prior to matches being made so they can review and be better prepared for the relationship that will be beginning in November. Hopefully, these new implementations will help with accountability and available resources.

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
Fall 2018	86	TBD

**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 only approved funding for one proposal in 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.

This year, ALSC also had representation in:

- Atlanta, GA for a Mock Newbery Meeting
- New York State Section of School Librarians Conference
- Philadelphia, PA for the PLA 2018 Conference
- Athens, Greece for the 36<sup>th</sup> IBBY International Congress

Upcoming events where ALSC will have representation:

- Albuquerque, NM for JCLC
- Norman, OK for the 2019 Oklahoma Library Association Conference

FY18 Roadshow Program Approvals	Date	Cost
Idaho Library Annual Conference	10/4/2017	\$300.00

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 pilot will end January 2019 and the Student Gift Membership Task Force will be offering a final report and making recommendations to the ALSC Board at the 2019 Annual Conference.

**2019 Emerging Leaders**

The Emerging Leaders Selection group is currently reviewing applications to sponsor one ALSC Emerging Leader and ALSC Staff is currently working on a project proposal submission related to advocacy.