

## 2010 Executive Director's Report for Membership Meeting

I'd like to thank you all for coming today and for doing all the great work that you do for teens and YALSA. I realize that it's been a difficult year for many of you and it is an honor to be a part of a group that has so many talented and dedicated people.

I just wanted to emphasize a few things from Linda's report and point out a few additional items.

### Membership Information

- YALSA is ranked 4<sup>th</sup> in size out of the 11 Divisions. Our total membership for May was 5,235. We've lost 3% of our members since last year and we were sorry to see them go.
  - 23% of you are students
  - 33% work in school libraries
  - 59% work in public libraries
  - 8% you represent other fields such as retirees, higher education, consulting, trustees, international members, publishers and more
  
- Over 900 of you are here at the Annual Conference
- 1,100 of you voted in the last ALA/YALSA election
- 41 of you are registered for the YA Lit Symposium this Nov. in Albuquerque
- About 300 of you currently serve on our 60+ committees, juries and taskforces
  - Our association is what you, the members, make of it. So, please get involved! Visit our web site to learn about how, or talk to any of the Board members who are here today, or contact the YALSA office.
  
- As the saying goes, there is strength in numbers. During this tough economy it's important to pull together and help each other when we can. Think about how being involved in YALSA can help your individual career or the profession at large.
  - If you're looking to network with peers, please consider one of our Interest or Discussion Groups. If you haven't found your niche in YALSA yet, then consider making your own. Interest and Discussion Groups can be formed with as few as 15 signatures from interested members.
  - If you're looking for a way to share your time and talents with YALSA, please consider committee/jury/taskforce service.
  - Be a blogger, write an article, submit a program proposal, join the 2011 Road Trip, hold a mock Printz election, host an institute, nominate books for the selected lists, share ideas on the wiki
  - Can you help get us to 6,000 by this time next year? I bet you can think of a coworker, friend or colleague who would benefit from membership. Why not encourage them to join? Or give membership as a gift. The more members we have the more

impact the organization can have in terms of advocating for teens and young adult services.

**YALSA Office & Staff:**

- The office is open from 8:30 to 5:30 (central) Mon. through Fri.
- We're happy to answer any questions you have about your membership, the association, or YA services. Call or email whenever it's convenient for you. If You are welcome to call after hours and leave a message. We'll do our best to get back to you w/in 24 hours. Staff:
  - Eve Gaus: anything related to continuing education, including e-courses, licensed institutes, mentoring and webinars
  - Letitia Smith: contact info, committee rosters and concerns, general questions about membership and the association
  - Nichole Gilbert: awards, selected lists, events, conferences, e-courses
  - Stephanie Kuenn: publications, YALS, YAttitudes, web site, blog, wiki, PR/media relations
  - Me: grants, partnerships, corporate sponsors, budgeting, policies, procedures, governance liaison (Board, committees, etc), legislative advocacy
- We're happy to provide you with brochures and YALSA swag if you're presenting or hosting a meeting somewhere. We have a short URL where you can access these handouts online: [www.ala.org/yalsa/handouts](http://www.ala.org/yalsa/handouts)

**Upcoming Events & Activities for 2010 - 2011**

- Teen Read Week & the WMRC, Oct. 17-23, 2010
- Teen Tech Week, March 6 - 12, 2011
- Support Teen Lit Day & Operation Teen Book Drop, April 14, 2011
- New e-courses & webinars
- Online research journal launch in fall 2010
- Additional publications (TRW & TTW Manual)
- Revamped web site
- First Wednesdays w/ YALSA and e-chats
- New YA literature blog
- Another round of the YALSA Road Trip. This time we're heading to library schools
- Anything else the Board might have approved (readers' choice list, new managing YA services interest group, companion doc to competencies, new dues category)

If you have questions about anything I mentioned, I'd be happy to talk with you after the advocacy program. Also, we're here to serve you. If you have any ideas for new ways we can help members, please don't hesitate to get in touch with Linda, Kim or me.

*Respectfully submitted,*

*Beth Yoke*

*June 28, 2010*