

**YALSA Board Meeting
2005 Midwinter Meeting
Boston, Massachusetts
January 14-19, 2005**

Topic: Membership Retention & Recruitment

Background: One of the goal areas in YALSA’s new Strategic Plan is Association Sustainability. YALSA needs to explore ways to recruit new members and retain existing ones to help ensure that membership continues to grow at an adequate rate, since member dues are a key source of revenue.

Action Required: Discussion/Decision

Recruiting from inside the profession:

- Students
- Retirees
- Library support staff
- School librarians
- Public librarians
- International
- Trustees

Recruiting from outside the profession:

- One possible source of new members is middle and high school English teachers and reading specialists. With No Child Left Behind’s emphasis on reading, there has been an increased demand in the classrooms for age appropriate, quality literature. YALSA’s many booklists and awards can help English teachers and reading specialists identify quality literature; however, most English teachers are unaware of this. With ALA’s “Associate Member” membership option (\$45) for those working outside of the library profession, English teachers and reading specialists could easily join YALSA.
- Other?

Excerpted from: ALA Statistics Monthly Report for November 2004

Overall

Membership Type	2004	2003	% Change
Personal	4,053	3,717	9.04%
Organizational	355	359	- 1.11%
Corporate	21	13	61.54%
TOTAL	4,429	4,089	8.31%

Personal

Type	2004	2003	% Change
Regular	2,593	2,399	8.09%
Student	1,007	903	11.52%
Trustee	27	25	8.00%
Support Staff	8	0	
Associate	7	4	75.00%
Non-Salaried	195	177	10.17%
International	23	18	27.78%
Cont – 2 Free	35	37	-5.41%
Cont – No Free	26	23	13.04%
Life – 2 Free	83	89	-6.74%
Life – No Free	21	14	50.00%
Honorary	16	13	23.08%
Other/Misc.	0	15	

Personal, Continued

Status	2004	2003	% Change
Renew	215	208	3.37%
New	89	91	- 2.20%
Reinstate	22	20	10.00%
Drop	82	83	- 1.20%