

YALSA Board of Directors Meeting  
ALA Annual Conference, Washington DC  
June 24 – 29, 2010

**Topic:** Recession Relief Taskforce Establishment

**Background:** In the early spring of 2010 the Board discussed via ALA Connect the recession and the impact it is having on members. In March the Board came to a consensus to create a taskforce that would develop and disseminate resources to help members deal with recession related issues. Including the item as a part of this meeting simply ensures it will be entered into the official record of the association.

**Action Required:** Consent

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**Proposal:** Create resources and adapt existing ones to help members deal with recession related issues.

**Rationale:**

- Anecdotal evidence suggests many members have been impacted by the recession and in a variety of ways.
- YALSA's strategic plan includes member engagement as one of its five goals. Providing more resources for members to be engaged in YALSA, especially through virtual means, can help members with their jobs and also help YALSA meet this goal.
- Given the economic recession, member retention has become an issue for YALSA. In FY10 membership is down 3.3% so far over last year.

**Proposed Action:** The Board direct the President to establish a taskforce to develop new and enhance existing online resources that are useful and relevant to members during challenging economic times and post them in a central location on YALSA's wiki. Information developed should include, but not be limited to, job searching resources, grant opportunities, stress relief, cost saving measures, participating in conferences on a shoestring, etc. As content is developed it will be added to the wiki. The entire project will conclude by December 1, 2010.

**Additional Resources:**

- How is AIGA Helping Designers Survive the Recession?  
[www.aiga.org/content.cfm/how-is-aiga-helping-designers-survive-the-recession](http://www.aiga.org/content.cfm/how-is-aiga-helping-designers-survive-the-recession)
- How to Weather the Recession as a Membership Organization. Published: June 2009.  
[www.asaecenter.org/PublicationsResources/articledetail.cfm?ItemNumber=42656](http://www.asaecenter.org/PublicationsResources/articledetail.cfm?ItemNumber=42656)
- Keeping Membership Strong in a Recession. ASSOCIATIONS NOW, June 2009.  
[www.asaecenter.org/PublicationsResources/ANowDetail.cfm?ItemNumber=42129](http://www.asaecenter.org/PublicationsResources/ANowDetail.cfm?ItemNumber=42129)
- Take Advantage of Association Offerings  
[www.abajournal.com/magazine/take\\_advantage\\_of\\_association\\_offerings/](http://www.abajournal.com/magazine/take_advantage_of_association_offerings/)