

YALSA Board of Directors Meeting

ALA Midwinter Meeting, Dallas

January 20 – 24, 2012

Topic: Proposed Use of 2012 FOY Funds

Background: Each year the Financial Advancement Committee makes a recommendation to the Board regarding how to use funds raised for the coming year. The Financial Advancement Committee makes a decision based on YALSA's strategic and action plans. The committee has presented a proposal below for 2012 for the Board to review.

Action Required: Action

Proposal:

The Financial Advancement Committee proposes using funds raised in 2012 to help support goal # 4 in YALSA's strategic plan, Member Engagement & Recruitment, by funding a new effort called YALSA in a Box, that would provide and promote a toolkit and materials free to members who wanted to host a YALSA-related event in their community.

Rationale:

- YALSA's spending on member recruitment and retention has been flat over the past few years. By directing FOY funds toward the effort, YALSA can boost impact without putting a strain on the operating budget.
- Members have indicated in past surveys that they would like YALSA to have an increased local presence. By recruiting members to host local events and providing them with the resources to do that, YALSA in a Box fills this need.
- Membership growth has been unsteady the past few years, so efforts on recruiting new members by expanding local librarian knowledge of YALSA, and retaining existing members is a priority.
- YALSA in a Box can be a way to engage members who aren't able to travel to conferences.
- The YALSA in a Box effort would take minimal time and resources to implement. The LIS Road Trip Toolkit can be adapted for this purpose and the existing materials available at www.ala.org/yalsa/handouts can be used for the effort.

Proposed Action:

- The board directs the Financial Advancement Committee to put together a fundraising campaign to support a YALSA in a Box effort for 2012 and directs staff to work with the Division and Membership Promotion and Financial Advancement committees on implementation of the project.

Additional Resources:

- LIS Road Trip Toolkit: