

**YALSA Board Meeting
2005 Annual Conference
Chicago, Illinois
June 23-29, 2005**

Topic: Developing YALSA Products

Background: YALSA would like to expand its publication and product offerings to meet the needs of our growing membership and to develop new sources of revenue. Some ideas are listed below. As a result of a discussion at YALSA Executive Committee's spring conference call, Beth Yoke was directed to contact Highsmith to explore the possibility of licensing the YALSA logo and co-developing products with them.

Action Required: For Discussion/Decision

Ideas for New YALSA Products & Publications

Products:

- Posters, bookmarks and reading promotional products for YALSA's award winners and possibly booklists
- YALSA logo products
- New ALA Graphics products with teen appeal (esp. for older teens)
- Revisit the royalties we receive from ALA Graphics
- Yearly Teen Read Week resource guide, based on the theme
- Create an Edwards seal facsimile
- Existing products: improve the quality of the Printz seal facsimile

Publications:

- Teen magazine that includes book, DVD and game reviews, author interviews, etc.
 - Could be a giveaway distributed through schools and libraries
 - Could be sold in bookstores and through subscription
 - Could be an e-zine
- Digital downloads through the online store (ready-made products and publications for librarians to duplicate and distribute)
- Online database of resources from all of YALSA's awards and selected lists. Fully searchable, includes annotations.
 - Investigate the potential market for such a product
 - If no market, consider offering as a member benefit
- Books
 - Publications utilizing the content from each of YALSA's institutes

- An awards publication: Printz, Edwards, Alex
- New Competencies for Librarians Serving Youth—putting them into action
- More booklists (PPYA, QP, etc)
- Book for library directors/managers on YA services
- Other hot topics
- Create a YA services series
- Buy content from other YA resources. For example:
 - Teenreads.com
 - Teen Ink
 - VOYA and related publications
 - YAARC blog
 - State library association publications relating to YA
- Revisit the royalties we receive from ALA Editions

Feedback from Highsmith

- Highsmith is definitely interested. Traditionally they've focused mainly on the elementary level market, but would like to expand into YA. They haven't so far because they've lacked the expertise, which is why collaborating with YALSA appeals to them.
- They are especially interested in creating promotional materials for our awards and booklists, beginning with the 2006 winners
- They are also interested in Teen Read Week and possibly developing some resource guides for topics like reading motivation, information literacy, etc.
- They would like to talk more about this after Annual

Feedback from ALA Graphics & ALA Editions

- Graphics is not interested in producing or selling products related to our awards or booklists. They tried before and it was not profitable for them.
- Graphics is interested in a yearly Teen Read Week resource guide and possibly YALSA logo products
- They will definitely improve the quality of the Printz seal facsimile and create one for Edwards
- Renegotiating royalties is probably not an option
- The teen magazine would likely be too costly a venture for ALA Editions
- The digital downloads are definitely possible
- The database idea is worth exploring more
- As for books, they are most interested in ones similar to BBYA and OBCB