



**MEMO**

May 27, 2010

To: ALA Council

Cc: YALSA Board of Directors

From: Linda W. Braun, YALSA President

Subject: 2009-2010 YALSA Annual Report

In 2009-2010 YALSA continued to focus on member support in order to guarantee that teen librarians are served through the initiatives of the Association. The report below is organized by YALSA's strategic plan goals -- advocacy, marketing, research, continuous learning, and member engagement and recruitment. At the end of the report a brief section looks at what's in the works for YALSA in 2010-2011.

**ADVOCACY**

**Friends of YALSA**

- The Financial Advancement Committee launched Give \$10 in '10 initiative which asks for \$10 donations to be made to the Friends of YALSA in order to help support the Association's advocacy efforts.
  - Friends of YALSA funds were used to sponsor five YALSA members so that they can attend Library Advocacy Day. The five awarded the funding will participate in the rally on the Hill, visit their local legislators with their state delegations, and follow-up on their experience with an advocacy effort in their own local community.
  - Friends of YALSA funds will support the creation and distribution of a pamphlet that members can use when advocating at the local level.

**District Days**

In order to help members connect with their elected officials, YALSA created District Days and developed:

- A wiki page with information on what District Days are that includes resources for successful participation.
- An ALA Connect group for YALSA members to use to discuss and exchange ideas related to District Days.

### **Continuing Education**

- A webinar on advocacy was held in May 2010
- A presentation on advocacy for use by librarians around the country is available on the YALSA website.
- YALSA sponsored a preconference at PLA on advocacy and teen services.

## **MARKETING**

### **Teen Read Week™**

- 13th annual Teen Read Week was held October 18-24, 2009 with the theme *Read Beyond Reality @ your library*. 3,859 librarians and educators registered for the event.
- Voting for the Teens' Top 10 list of teens' favorite books closed with 10,879 votes from teens around the country
- The theme for the 14th annual Teen Read Week, *Books with Beat @ your library*, which will take place October 17 - 23, 2010, was selected by an online teen vote.
- Launched Team Teen Read Week as a way for YALSA and publishers to work together to provide funding for library mini-grants.

### **Teen Tech Week™**

- The 4th Annual Teen Tech Week was held March 7 - 13, 2010 with the theme *Learn, Create, Share @ your library*
- More than 1,300 librarians and educators registered for Teen Tech Week 2010.
- Over 400 teens voted to select the 2011 Teen Tech Week theme.
- The 5th Annual Teen Tech Week will take place March 6 - 10, 2011 and have the theme *Mix and Mash @ your library*.
- Media outreach for Teen Tech Week led to 275 news placements and 753 social media placements.

### **Support Teen Literature Day**

- Continued to work with Readergirlz, GuysLitWire, and If I Can Read I Can Do Anything to sponsor Support Teen Literature Day. This year almost 10,000 books were donated by publishers and distributed to schools and libraries on Native American Reservations.
- 2011 Teens' Top 10 nominations were announced on Support Teen Literature Day.
- A brand new Teens' Top 10 Toolkit, developed by a 2009 Emerging Leaders group, was posted on the YALSA website.

### **Media**

- YALSA contracted with a PR firm to promote the 2010 Printz award and its winners.
- A YALSA media kit was developed by YALSA's Communications Specialist, Stevie Kuenn, and the Association's ad rep.
- The YALSA Communications Specialist with ALA PIO continued to actively seek out opportunities that enabled YALSA to successfully promote the Association's

initiatives. In 2009-2010 this provided YALSA leaders with opportunities to participate in interviews with a variety of newspapers, radio stations, and TV news outlets.

- YALSA was chosen to participate in the 2010 Chicago Net Impact Service Corps program which will help YALSA position itself so that programs and initiatives are attractive to potential sponsors and partners.

### **Awards and Lists**

- Published downloadable bookmarks to provide for easy copying and dissemination of information about winners and honorees of YALSA's book and media awards
- The first Excellence in Non-Fiction Award was announced at ALA's 2010 Youth Media Awards Press Conference at the 2010 Midwinter Meeting.
- An event honoring the winners and honor book authors of the Excellence in Nonfiction and the William C. Morris Awards was held at Midwinter 2010.
- In an effort to support the needs of members who serve on Association selection list committees, librarians, and the teens that they serve, the YALSA Board voted during their Midwinter meetings to re-envision the Best Books for Young Adults list as Best Fiction for Young Adults.
- The YALSA Executive Director, Beth Yoke, continued to work with ALA staff to help ensure that all publishers using YALSA Award seals and their images obtain the proper licensing.

### **Publications**

- For a second year in a row, *Young Adult Library Services* (YALS) won an APEX Award. The Award was in the category of journals and magazines over 32 pages and was given for issues in its sixth and seventh volumes.
- The YALSA Blog, was nominated for an Edublog Award in the category of best group blog.
- Launched the Friends of YALSA e-newsletter to update donors about Association news and member activities.
- YALSA's general membership e-newsletter *YAttitudes*, moved from a quarterly to a monthly in order to help members keep up-to-date on YALSA news as well as news related to the field of teen library services.

A new Association blog with a focus on connecting teens, librarians, educators, and parents to information on young adult literature will launch in fall 2010. Sarah Debraski has been selected to be the first member manager for the publication.

### **Social Media Integration**

The Association's use of social media to connect with those serving teens in libraries and educational institutions continued to grow. As of May 2010:

- 4,020 followers on Twitter.
- 3,009 fans on Facebook.

## RESEARCH

### A New Publication

The Division is continuing to move forward with a new web-based research journal, which will launch in the fall of 2010.

- At Midwinter 2010 the Board approved the name of the journal, *Journal of Research on Young Adults and Libraries*
- Jessica Moyer, was hired in late 2009 as the editor of the new journal

### Collaborative Opportunities

- YALSA continues to work on collaboration opportunities with research oriented institutions. In order to continue to develop these connections the Association President attended the Pew Internet in American Life Project conference on millennials.
- In May the Association sent a mailing to library schools to inform them about YALSA resources of interest.
- At the 2010 ALISE Annual Conference YALSA sponsored a table in the vendor area.

## CONTINUOUS LEARNING

### Publications

- YALSA competencies for librarians serving young adults, titled *Young Adults Deserve the Best*, were revised in 2010 and a book, by Sarah Flowers, on using the competencies in day-to-day library practice will be published in summer of this year.
- In 2009 the Association published *Cool Teen Programs for Under \$100*, edited by Jenine Lillian, and *Quick & Popular Reads for Teens*, edited by Pam Spencer Holley (ALA Editions, 2009)
- Three titles are slated for publication in the summer of 2010:
  - *Risky Business: Taking and Managing Risks in Library Services for Teens* by Linda W. Braun, Hiliias J. Martin, and Connie Urquhart
  - *Multicultural Programs for Teens and Tweens* by Linda B. Alexander and Nahyun Kwon
  - *YALSA Annotated Booklists for Every Teen Reader*, edited by Julie Bartel and Pam Spencer Holley
- Received an ALA Carnegie Whitney grant to self-publish a book on planning and implementing Teen Tech Week and Teen Read Week. YALSA member Megan Fink will edit the volume.

### Ongoing Learning Opportunities

- Eve Gaus was hired as YALSA's Program Officer for Continuing Education.
- In February YALSA launched once-a-month webinars. Topics of webinars held in spring 2010 include Getting involved in YALSA, competencies for librarians serving teens, advocacy, and classics of young adult literature.

- Monthly informal e-chats bring librarians together to talk about a variety of topics of interest to those working with teens. Topics have included advocacy, risk in teen services, serving older teens, and web 2.0 and reading.
- A Midwinter Institute focused on the topic the future of teen services in a library 3.0 world. Speakers included author and privacy expert Cory Doctorow who joined attendees via Skype.
- YALSA continued to provide online courses and maintains a catalog of 14 offerings.
- Two pre-conferences will take place at the 2010 ALA Annual Conference: a full day session called *It's Perfectly Normal: dealing with sensitive topics in teen services*, and a half day session titled *Promoting Teen Reading with Web 2.0 Tools*.
- For the third year YALSA supported one Spectrum Scholar who hopes to focus their career on serving teens. Support was provided by Friends of YALSA funds.

### **IMLS Grant Application**

YALSA submitted an application to IMLS for a Laura Bush 21<sup>st</sup> Century Librarian grant that if funded will:

- Provide YALSA with monies to launch a three-year train-the-trainer pilot program in partnership with three states (Connecticut, New Mexico, West Virginia)
- Enable the Association to provide training in young adult services to those public libraries that are without a full-time young adult services librarian on staff.
- Help build greater skills and abilities among 2,075 librarians and library staff in the workforce through blended learning opportunities that include a combination of face-to-face trainings and web-based mentoring and instruction.

### **Strong Association Governance**

Supporting members of the YALSA Board and Executive Committee in their development of governance and leadership skills was a focus this year and included:

- Monthly e-chat sessions focused on Board member development at which Board members discussed a topic related to leadership and/or association governance
- Membership for all Board members in BoardSource
- Promotion and participation in online classes on topics related to leadership and governance.

The YALSA Board revised and developed new documents that help guarantee those considering leadership positions in the Association understand the work at hand. These include:

- Updated job descriptions for YALSA chairs and for members of association groups
- A document on the benefits of board service that will be used when recruiting those who may run for a YALSA Board position.

## **MEMBER RECRUITMENT & ENGAGEMENT**

### **Helping Members Facing Economic Challenges**

As of April 2010, YALSA's membership stood at 5,318, down 2% from the previous fiscal year. Throughout 2009-2010 the YALSA Board remained aware of the economic challenges many Association members face and sought to stay proactive to ensure a solid member base. In order to support these members YALSA initiated, or expanded several projects including:

- Forming a Recession Relief Task Force with the charge to develop resources for members looking for ways to successfully navigate the current economy.
- As a sign of appreciation for the work of members during difficult economic times, the YALSA Board sent thank you notes to all YALSA members that are currently active in a YALSA member group.
- An email blast was sent to all YALSA members on National Library Worker's Day to thank them for their continued support and to provide information on the range of resources YALSA makes available to those looking for support during the current economic downturn.
- The Association is now offering gift memberships for new members, or as renewal for those already in YALSA.

### **Expanded Opportunities to Participate**

- YALSA continues to offer informal monthly themed e-chat sessions for members. These sessions were extended and re-branded as *First Wednesdays with YALSA*. Association members are invited to host formal or informal events on the first Wednesday of the month so that teen librarians can meet to discuss topics of interest. First Wednesday events have been held from New York City to Seattle.
- Launched a new mentoring program that will match seasoned librarians as mentors to library school students and new librarians. Applications are currently being accepted for mentors and protégés and the first mentor protégé groups will begin working together in the fall of 2010.
- After discussing the revised ALA virtual member participation policy, the YALSA Board voted to move forward with virtualizing a majority of the Association's process committees. This change in committee structure will take place immediately following 2010 Annual Conference
- Many YALSA members are skilled speakers and trainers. In an effort to support both members that have presentation skills and members that need to hire presenters, YALSA created a speakers' bureau on the YALSA wiki.

### **Emerging Leaders**

The Association continued support of the Emerging Leaders program with the sponsorship of two new leaders - Amy Barr and Anna Koval.

## **AHEAD IN 2010-2011**

### **YA Literature Symposium**

The second biennial YA Literature Symposium will be held November 5 -7, 2010 in Albuquerque, New Mexico. A strong slate of programs has been selected for the Symposium that has the theme, *Diversity, Literature, and Teens*

### **Reader's Choice**

Reader's Choice is a new member-driven selected list that YALSA will introduce in 2011. Members will nominate favorite titles published during the year and members will then vote on their favorites of those titles nominated. The titles with the most votes will be published as YALSA's Reader's Choice list.

### **Best of the Best**

In an effort to successfully brand and market the full portfolio of lists and awards that YALSA provides, the Association will begin using *Best of the Best* as an umbrella heading in promotion of these materials.

### **Research Agenda**

The YALSA Research Committee is at work on an updated research agenda that will help the Association identify the areas in which research is needed.

### **Member Recognition Award**

YALSA's member groups are instrumental in moving programs and initiatives of the Association forward. In order to demonstrate appreciation of the work of its member group members, YALSA is developing a plan for member recognition award. The first award will be announced in 2011.

### **Midwinter Institute**

At 2011 Midwinter Meeting YALSA will sponsor an institute titled *Teen Services and the Whole Library Experience*.

### **Website**

YALSA is currently working on a restructuring of the Association's site information architecture. A revised site will launch in 2011 with a new look and a more user friendly structure.