

2013-2014 ALA CD#28.11-6/11/14—4:00pm (inf)  
2014 ALA Annual Conference



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*The Young Adult Library Services Association (YALSA) is a national association of librarians, library workers and advocates whose mission is to expand and strengthen library services for teens, aged 12-18. Through its member-driven advocacy, research, and professional development initiatives, YALSA builds the capacity of libraries and librarians to engage, serve and empower teens.*

June 2, 2014

To: ALA Council

CC: YALSA Board

From: Shannon Peterson, YALSA President

Subject: 2013-2014 YALSA Annual Report

The overarching theme for YALSA this past year has been the future. Supported by a grant funded by the Institute of Museum and Library Services, the division held a year-long forum which brought together key stakeholders from the areas of libraries, education, technology, adolescent development and the for-profit and nonprofit sectors to explore the world of young adults and library services to this population. The result was a report released in January of 2014 entitled [\*The Future of Library Services for and With Teens: a Call to Action\*](#). This report, which describes the current cultural, social, and technological landscape of teens, calls for a paradigm shift in the way in which teens are served by and engage with libraries. YALSA looks forward to supporting members and the profession in confidently addressing this shift by aligning member resources and organizational activities to meet the needs of the *Call to Action*.

Highlights from this year's activities are framed below through YALSA's current strategic plan goal areas: Advocacy and Activism, Research and Documentation of Best Practice, Capacity Building, Member Recruitment and Engagement, and Continuous Learning and Professional Development.

## Advocacy and Activism

*National Library Legislative Day, Advocacy Benchmarks and Advocacy Resources Taskforces, an Updated Toolkit and New Infographic, and Presentations to Members and Non-members on The Future of Library Service for and with Teens: a Call to Action*

- Through funds raised for the Friends of YALSA via #Giving Tuesday, three stipends were offered to members to attend National Library Legislative Day. A school (Sarah Levin), a public (Lisa Lechuga), and a GSLIS Faculty member (Robin Kurz) were selected to advocate for teens and libraries through their state delegations. In addition to the successful Tween your Senator and Representative campaigns, YALSA also led a NLLD Thunderclap, in which 382 supports (with a social reach of 242,667) simultaneously released the following message via social media: “Fund #libraries! They give teens a brighter future by helping them succeed @ school & prep 4 careers #nlld14 <http://thndr.it/1fitEv0>”
- The Advocacy Benchmarks Taskforce held a successful feedback session at Midwinter and finalized an advocacy benchmarks to provide members at all levels of experience with a framework, an infographic, and concrete activities to support professional development in this important area. The group also hosted a webinar following National Library Legislative Day, which can be accessed via through [YELL](#), YALSA’s e-learning library.
- The Board voted to establish an Advocacy Resources Taskforce. Appointed in spring of 2014, the charge of this taskforce is to educate members and others about how to become activists and how to recruit and train a local group of advocates. Skill building in the area of advocacy and activism was highlighted as a priority area in *The Future of Library Services for and with Teens* report.
- YALSA Past President Sarah Flowers updated YALSA’s Advocacy Toolkit and held a webinar in the fall of 2013 on Everyday Advocacy, which can also be accessed through [YELL](#).
- With expertise from ALA Production Services, YALSA created an [infographic](#) entitled *What Public Libraries Do for Teens*.
- YALSA board members, leaders and staff attended and held sessions and discussion on [The Future of Library Services for and with Teens: a Call to Action](#) at ALA Midwinter, PLA, the National Afterschool Association Conference, the School Library Journal Leadership Summit, state/system conferences, and more. Additional presentations are planned for the rest of 2014.

## **Continuous Learning and Professional Development**

*Common Core Toolkit, Webinars on The Future of Library Services for and with Teens, Badges for Lifelong Learning, Making in the Library Toolkit, Board Fellows, and Ning Communities*

- The YALSA/ALSC/AASL Joint Taskforce on the Common Core is currently wrapping up a free resource toolkit and has completed a webinar on the topic as well.
- YALSA held a free [month-long series of webinars](#) in March of 2014 around specific subject areas related to the *Future* report including connected learning, cultural competency, literacies, personal learning networks, and librarians as community connectors and education facilitators. Panelists included members as well as researchers and colleagues from related fields.
- Throughout 2013- 2014, YALSA worked on Badges for Lifelong Learning, a project funded through the MacArthur Foundation, HASTAC, and through Mozilla's Open Badges. Badge content was created from YALSA's competencies serving youth. Case studies and additional information can be found on Mozilla's [Reconnect Learning](#). Work on an additional badge focused on literary analysis was approved by the Board at the 2014 Midwinter meeting. The initial set of badges are set to launch later in 2014.
- The Maker Space Taskforce, established by the board at the 2013 Annual Conference and led by Erica Compton of Idaho Commission for Libraries, created a free [Making in the Library](#) toolkit which was released Teen Tech Week 2014 in March.
- At Annual 2014, the Board will welcome the third [YALSA Board Fellow](#), Nicola McDonald of Brooklyn Public Library. YALSA's Fellow program encourages members who are interested in governance to gain valuable experience and build skills during this one-year commitment in which they are able to participate in both virtual and in-person Board work in an ex officio capacity.
- YALSA provided virtual networking space, resources, webinars, and more for [Teen Tech Week](#), [Teen Read Week](#), and [Summer Reading and Learning](#) via Ning communities.

## **Member Recruitment and Engagement**

*Member Engagement Infographic, New Taskforces, Marketing Plan Implementation, Member Awards, Engagement via the Hub, and Virtual Town Halls*

- With support from ALA Production Services, YALSA created a Member

Engagement [infographic](#), which showcases various opportunities for both new and experienced volunteers, from blogging and continuing education to serving on one of over 70 juries, advisory boards, and committees.

- The YALSA Board voted to establish new taskforces related to member recruitment and engagement this year including Student Engagement and Selection Committee Evaluation.
- YALSA Staff continued to implement strategies identified by NorthStar Strategies in their 2013 marketing recommendations report to the Board that highlighted strategies to recruit and engage new and existing members.
  
- Crystle Martin was selected by a search committee to serve as the 2014-2015 YALSA Blog member editor. Crystle comes to the blog with a background in research and library education, as well as with blog management experience at the [Connected Learning Research Network](#).
  
- YALSA awarded Kellie Tilton with the Volunteer of the Year Award for her excellent service as Administrative Assistant on the Quick Picks for Reluctant Readers Selection Committee. The award acknowledges the contributions of YALSA members who have demonstrated outstanding service to the mission, goals and work of YALSA during a given service year.
  
- Members who were selected to receive YALSA's Writing Award in 2014 included:
  - Erica Gauquier and Jessica Schneider for best article in the previous volume of *Young Adult Library Services (YALS)*, for "Minecraft Programs in the Library: If You Build It, They Will Come." (Vol. 11, Number 2)
  - Molly Wetta for best post on The Hub between Dec. 1, 2012, and Nov. 30, 2013, for "[What We Talk About When We Talk About 'Strong' Heroines in Young Adult Fiction](#)"
  - Sarah Hannah Gómez for best article in the previous volume of *The Journal of Research on Libraries and Young Adults* for "[This, That, Both, Neither: The Badging of Biracial Identity in Young Adult Realism](#)" Vol. 3, April 2013l.
  - Kelly Czarnecki, Marie Harris and April Pavis for best post on the YALSAblog between Dec. 1, 2012, and Nov. 30, 2013, for "[Serving Homeless Teens: What You Need to Know Part 1 of 3](#)," "[Serving Homeless Teens: What You Need to Know Part 2 of 3](#)," and "[Serving Homeless Teens: other ways to help – part 3](#)"
  
- Current Fiscal Officer and Past President Pam Spencer Holly was selected to receive the 2014 YALSA/ABC-Clio/Greenwood Service to Young Adults Achievement Award for her over 40 years of leadership, vision, service, and mentorship in the field.

- The Hub, a YALSA blog dedicated to YA literature, achieved record levels of viewership this year. In April, blog manager Allison Tran received a total of 39,779 page views, about 7,000 more page views compared to this time last year, about almost 5,000 more compared to last month.
- President Shannon Peterson and the YALSA Board held three virtual town-hall meetings this year to discuss professional issues and trends in YA services. Topics included best practice, advocacy, and members' overall experience with the organization.

### **Capacity Building**

*Twitter Takeover, Support from the Dollar General Literacy Foundation, WWE and Best Buy Children's Foundation, Board Standing Committees, Strategic Planning, New Partnerships with the Badge Alliance and the Coalition for National Learning*

- As part of Teen Tech Week, YALSA implemented a Twitter takeover, to invite partners to share resources and issues with YALSA's 24,000+ followers. Topics included connected learning, digital badges, making and makerspaces, practical tips for using digital tools, technology policies and more. Partners for the Take Over include: Best Buy's Geek Squad (@GeekSquad), Make It @ your library (@MakeItLib), Mozilla Open Badges (@Open Badges), ALA's Office for Information Technology Policy (@ALA\_OITP) and the Learning Labs project being coordinated through the Urban Libraries Council (@Learning\_Labs).
- The Dollar General Literacy Foundation has continued to provide generous sponsorship to YALSA for Summer Reading and Learning as well as Teen Read Week.
- Best Buy Children's Foundation partnered with YALSA this year to provide members with mini-grants, webinars, and events to support YALSA's member's participation in Teen Tech Week, an annual initiative in celebration of digital literacy.
- YALSA partnered with WWE in 2014 to offer a revamped Wrestlemania Reading Challenge to members as well as the opportunity to win up to 9 \$5000 mini-grants.
- The Board voted to establish Standing Committees of the Board to oversee goal areas in YALSA's strategic plan and to liaise with accompanying committees. Final implementation of this structure will occur following the Annual 2014 meeting.

- The Board voted to approve an Administrator Resources Taskforce, who is charged with creating resources which highlight the impact of a quality Teen Services program.
- In order to ensure that YALSA is prepared to move forward with the recommendations called for in the Future of Library Services for and with Teens Report, the Board has voted to begin a new Strategic Planning cycle a year earlier than originally planned. This process will begin with member feedback a member feedback session at the 2014 Annual conference.
- YALSA has been asked to join the [Badge Alliance](#) and the [Coalition for National Learning](#), stay tuned for more information on both of those new partnerships.

### **Research and Documentation of Best Practice**

*Curriculum Kits, Journal of Research on Libraries and Young Adults, the YA Literature Symposium, New Taskforces, YALSA Blog Reboot, Member Grants and Honors*

- YALSA continues to provide its [curriculum kits](#), fully loaded instructional modules which support key areas cited in the Competencies for Serving Young Adults.
- Denise Agosto was selected to serve as the member editor for [JRLYA, the online Journal of Research on Libraries and Young Adults](#). Articles made available through JRLYA this past year covered such topics as cyber-bullying, graphic novels, summer reading program participant makeup, and more.
- The YALSA Board voted to update the YALSA Blog's mission and the YALSA Blog Advisory Board's charge *in order to move that important member to the next phase with the release of The Future of Library Services for and with Teens* report.
- A record number of program proposals were received and finalists vetted for YALSA's fourth [Young Adult Literature Symposium](#) to take place November 14-16 in Austin, Texas. The theme of the event is *Keeping it Real: Finding the True Experience in YA Literature*.
- The Board voted to approve the creation of new taskforces which will work to provide members with current research on and best practices related to Maker Spaces, Literacies Resources, and the Future of Teens and Libraries.

- The 2014 YALSA/VOYA Frances Henne grant was awarded to Crystle Martin, who will use the \$1,000 grant to provide seed money for her research project, “Youth Library Services and Connected Learning as a Means to Support Youth Learning.
- Leslie Farmer was selected by the Midwinter Paper Presentation Committee to address attendees in Philadelphia with her paper *Sex, Mind, and Body: How Guys and Girls Search for Health Information*.

It has been an honor to work with the YALSA Board, staff, and members this year as elected President and I am truly grateful to have been able to serve and give back to both YALSA and ALA in this capacity.

*Respectfully, Shannon Peterson 2013-2014 YALSA President*