



MEMO

June 9, 2011

To: ALA Council

Cc: YALSA Board of Directors

From: Kimberly A. Patton, YALSA President

Subject: 2010-2011 YALSA Annual Report

YALSA continued to support its members through another year of trying times as libraries across the country experienced budget restrictions and school librarians continued to be under fire. YALSA also kept an eye on the future of the organization as the Division began the strategic planning process that will help it prepare to serve its members in the best possible way in the coming 3-5 years. The report below is based on YALSA's current strategic plan goals -- advocacy, marketing, research, continuous learning, and member engagement and recruitment.

ADVOCACY

Thinking Big about Advocacy Contest

In order to identify and promote best practices in advocacy for teen library services, YALSA sponsored a *Thinking Big about Advocacy Contest* as a tool to create and share a collection of advocacy best practices by highlighting the efforts of dedicated librarians who have successfully worked to improve YA services at their libraries. Michele Gorman from the Charlotte Mecklenburg Public Library won with the advocacy videos she created with her teens.

Dollar General Summer Reading Grants

YALSA was granted \$70,000 from the Dollar General Literacy Foundation to implement projects in 2011 to help libraries better serve diverse teens for summer reading and Teen Read Week™. This grant encourages outstanding summer reading programs by providing financial assistance, while recognizing YALSA members for high quality program development. Applicants planned and presented an outline for a teen-focused summer reading program in a library open to all teens (12-18 years). Twenty YALSA members won \$1,000 grants. Mini grants will also be distributed later in 2011 for Teen Read Week programs. Funds are also being used to develop free resources for libraries, teens and their families to use, including lists of recommended reading and a

mobile phone application featuring recommended reading.

Books for Teens

YALSA began a new cause on Facebook called Books for Teens which is an ongoing effort that seeks to raise funds to help teens have a brighter future. Funds raised through Books for Teens will be distributed to libraries in communities with a high level of poverty, where teen services librarians will purchase and distribute new books, encourage teens to get library cards and provide teens with reading-focused events and activities. Visit the site at www.facebook.com/booksforteens.

Friends of YALSA

The Financial Advancement Committee continued its Give \$10 in '10 initiative which asked for \$10 donations to be made to the Friends of YALSA in order to help support the Association's advocacy efforts.

District Days

YALSA encouraged members to take advantage of the fact that Congress is on recess in August and early Sept. and Congresspersons are in their home districts. District Days are a chance for members to visit members of Congress at their local offices or invite members of Congress into their libraries. Resources such as a wiki page, talking points and a brochure were developed to help members plan and implement a District Day effort: http://wikis.ala.org/yalsa/index.php/District_Days.

MARKETING

Fundraising

Friends of YALSA also sponsored a Not so Silent Auction at the 2011 Midwinter Meeting and raised \$3,800. These funds will support our marketing efforts by funding the creation of materials featuring award winning and recommended books for librarians to distribute to their teens and families.

Best of the Best

In February 2011 YALSA launched its "Best of the Best," which features the top award winners from YALSA's book and media awards and lists. Free downloadable resources are available to the library community, including bookmarks, spine labels and book plates. They can be accessed at www.ala.org/yalsa/best.

Media

YALSA launched its newest blog, The Hub at <http://www.yalsa.ala.org/thehub/>, in January, 2011. The Hub focuses on teen literature and includes book reviews by member bloggers and directs readers to interesting, funny, relevant sites, posts, videos, podcasts on the web that relate to teens and reading.

Publishing

A new edition of *Outstanding Books for College Bound* was published this year. Editor Angela Carstensen is a long time member of YALSA and has served on several committees including the Alex Committee which she chaired in 2008.

Readers' Choice List

The Readers' Choice List launched in Feb. 2011 and allows anyone to participate in the book selection process by nominating a title. YALSA members will vote online in November to select the winners.

RESEARCH

Journal

YALSA's research journal, the *Journal of Research on Libraries and Young Adults*, launched in November 2010 with Jessica Moyer as Member Editor for the inaugural issue. Marcia Mardis was Guest Editor for the winter issue and Sandra Hughes-Hassell took the helm from the spring issue forward. The open source, peer reviewed journal is available at www.yalsa.ala.org/jrlya/.

Exhibiting

YALSA members staffed a booth at ALISE's 2011 conference to help raise awareness among the academic and research community of the research related resources YALSA has available.

Resources

YALSA's Research Committee continued work on an updated Research Agenda, a draft of which has been submitted for YALSA's Board to review at the 2011 ALA Annual Conference.

YALSA's Research Resources Clearinghouse Taskforce compiled resources to place on a wiki and created the Network for Research on Teens and Libraries at <http://yaresearch.ning.com/>, which officially launches at the 2011 ALA Annual Conference.

CONTINUOUS LEARNING

YA Literature Symposium

The second biennial YA Literature Symposium was held November 5 -7, 2010 in Albuquerque, New Mexico. The event featured a strong slate of programs selected for the Symposium based on the theme, "Beyond Good Intentions: Diversity, Literature, and Teens." 391 librarians and educators attended along with 35 authors. The next symposium is scheduled for Nov. 2 – 4, 2012 in St. Louis.

E-Learning

YALSA continued its monthly webinars and quarterly e-course offerings and also began offering archived webinars on demand. Topics included reaching reluctant readers, reaching teens through mobile devices, e-books, teen space design, non-fiction and

more. Periodically, YALSA also offered free e-learning opportunities, such as a webinar on job searching facilitated by Courtney Young.

E-Discussions

YALSA began hosting themed monthly online discussions via its discussion board in ALA Connect. Members are encouraged to share their thoughts and opinions on issues relating to young adult librarianship, including serving GLBTQ teens, budgeting, intellectual freedom and more.

Mentoring

YALSA launched a member mentoring program in the fall of 2010 with nearly 100 participants. Applications for the second round of the program were collected in spring 2011. Mentors and mentees communicate and access resources and orientation materials through a space in ALA Connect.

Publishing

In January 2011 YALSA self-published its first book in its new “Best of YALS” series: *Teen Read Week and Teen Tech Week: Tips and Resources for YALSA’s initiatives*, edited by Megan Fink for YALSA and available for purchase from www.alastore.ala.org.

A member taskforce designed and launched a Teen Services Program Evaluation Tool, along with supplementary materials, to help libraries measure their overall level of success in delivering effective services, resources and programs to teens.

MEMBER RECRUITMENT & ENGAGEMENT

Surveys

YALSA staff implemented a social media survey for members to assess the ways members most use social media so that the Division can identify and utilize those tools to better reach and engage members. Completed survey results were compiled and will be shared with YALSA board members during ALA’s 2011 Annual Conference.

Staff also created and opened a satisfaction survey for members who are school librarians to assess how the association can best assist this segment of its membership.

Communications

An email blast was sent to all YALSA members for School Library Month to thank them for the work they do and to provide them with information about the range of resources and member engagement opportunities YALSA makes available to them.

Think Big Summit

YALSA began a new round of strategic planning this year. In order to solicit “Big Ideas” to help jump start the formal round of discussion, the Division held a Think Big Summit facilitated by Kathryn Deiss during the 2011 Midwinter Meeting. Discussion focused on the direction YALSA should take in the next 3-5 years and gave Division leaders a chance to take the pulse of the membership and solicit some ‘big’ ideas before the next

formal round of strategic planning that YALSA will do in the summer of 2011.

Strategic planning

Along with the Think Big Summit, the strategic planning committee surveyed the membership and will help conduct facilitated sessions: one for the board and one for member leaders.

Web site

YALSA began work on a web site redesign, including an updated look and a new information architecture. Work on the back end of the site was completed in preparation for a move to a new content management system, which was delayed by ALA's ITTS Department until Aug. 2011.

Collaborative Opportunities

YALSA staff exhibited at the Beyond School Hours conference in Atlanta. Attendees included educators, school administrators, librarians and representatives from organizations such as the Boys and Girls Club. YALSA distributed information about basic library services and ways libraries can support out-of-school programs.

YALSA staff also represented the Division at the National Afterschool Association Conference where they staffed an exhibit booth for YALSA, encouraging after school providers to connect with their local libraries.

19 State Library Agency Youth Consultants participated in a free Webinar co-hosted by Beth Yoke and Eve Gaus that focused on YALSA activities initiatives in 2011 –2012. YALSA will offer free quarterly webinars to Youth Consultants to support them in their work and to ensure that they are up to date on the range of resources and services offered by YALSA.

--respectfully submitted, Kimberly Patton, YALSA President