

May 16, 2006

TO: ALA Council

FROM: Pam Spencer Holley
President, YALSA

SUBJECT: 2005-2006 Report for YALSA, the fastest growing division in ALA

During this past year, my presidential theme of “Growing YALSA” has borne fruit as we’ve become the fastest growing division in ALA, increased opportunities for member participation, and ramped up national initiatives, as well as taken strides in moving our Strategic Plan forward. In the report below, which is organized by our five major goals, one will notice the great number of activities in the Association Sustainability area, necessitated by our being a small division that no longer receives the ALA supplement. As our finances become more secure, the division will be able to branch into other areas as we continue to work within our Strategic Plan. Listed below are the highlights of YALSA’s year:

ADVOCACY

@ your library campaign: Advocacy Task Force (TF) established to work with ALA on the @ your library campaign for YALSA

Media Relations: With the help of ALA’s PIO, took steps to promote YALSA and YA literature in the media

Library Legislative Day: Met with policy and decision makers at events such as Library Legislative Day and shared information about the needs of teens and the importance of library services to that population

Building Ties Within ALA:

Collaborated with a variety of groups within ALA:

RUSA/YALSA Joint TF established for Reference Service to Teens

AASL, ALSC and YALSA share the Joint Public School Library Cooperation Committee

ALSC, Booklist and YALSA developed the Odyssey Audiobook Award proposal for submission to the ALA Awards Committee

Working with ALA’s Public Programs Office, YALSA implemented the Great Stories CLUB through funds received from Oprah’s Angel Network

Outreach:

Connected with many organizations outside of ALA and worked together for mutual benefit
In cooperation with Random House, developed plans to launch a Support YA Literature Campaign

Worked with the Chicago Public Schools, in conjunction with the WWE, implemented a pilot reading incentive program

Participated as a partner in the initiatives of other organizations, such as the Month of the Young Adolescent

Response to Katrina Disaster:

YALSA Board members tried to contact each YALSA member living in affected area to determine if help was needed

Web sites to help teens cope with tragedy compiled by YALSA Office

YALSA staff compiled a handout entitled "Serving Teen Evacuees in Libraries," based on a resource from the State Library of Louisiana
YALSA's Booklist TF created a list of titles related to disaster and survival

MARKETING

Teen Read Week™:

Increase in sponsors and contributions for TRW, from \$8000 in 2004 to \$60,000 [cash and in kind donations] in 2005

Increase in website hits, from 88,014 in 2004 to 341,378 in 2005

4630 people registered for TRW 2005, which more than tripled last year's registrations

Two national TRW kick-offs, one in Brooklyn, NY with TRW spokesperson and actress Q'orianka Kilcher and Jacqueline Woodson [winner of the 2006 Margaret Edwards Award], and the other in Glendale, CA featuring TRW spokesperson and professional wrestler Rey Mysterio and author Ron Koertge.

Teen Tech Week:

This brand new initiative is set to begin in March 2007. The purpose of the event is to encourage teens to use libraries for their array of nonprint resources and to help teens recognize that librarians are trusted information professionals

Teen Tech Week TF is formed and working; contests for teens to develop a logo for this week are underway

YALSA is working with the ALA Development Office to secure corporate sponsorship and has employed a PR firm to package the event and build alliances with key partners and sponsors

RESEARCH

Bibliography:

A bibliography of articles pertinent to teens and libraries was compiled by the Research Committee, published in the *Young Adult Library Services* [known as *YALS*] journal, and posted on YALSA's website

Survey:

Survey questions for PLA were developed and submitted by the Research Committee under the direction of Cindy Welch, former YALSA Deputy Director

Program:

Program developed for the 2007 Annual will feature past recipients of the Frances Henne Research grant and will highlight their research projects

YALS: There is a new emphasis in *YALS* on research related articles

CONTINUOUS LEARNING

YA Literature Symposium:

Currently in the planning stages, the YA Literature Symposium is set to debut in 2008. The biannual event will become the premier venue for promoting YA literature and exploring the depth and variety of this rapidly growing segment of literature

First-Time Young Adult Author Award:

Being developed to begin in 2008 or 2009

Recommended Reading:

Several selection lists have been added to assist librarians in selecting materials in developing formats, including the Great Graphic Novel for Teens list, which premieres in 2007

Opportunities to Learn are increasing:

Teens and Technology Midwinter Institute held in San Antonio
Video Gaming Night held in San Antonio, and converted many YALSA members to DDR!
Online course “New Literacies for Teens” sold out; more online courses are being developed
“Power Up with Print” offered for three professional development events for Idaho State Library, and three more licensed institutes are on the calendar for 2006
“Reading with Your Ears” preconference planned for Annual 2006

YALSA Publications

More Outstanding Books for the College Bound
Sizzling Summer Reading, 2nd edition by Kat Kan
“Best of the Best Books for Young Adults” pamphlet

ASSOCIATION SUSTAINABILITY

Dues:

The Division dues increase, as approved by 68% of YALSA members on the spring 2006 ballot, was approved. This was the first increase for YALSA in over 10 years. The dues increase will go into effect on September 1, 2007

Online Courses now available

Two publications released in FY2006

Expanded line of Teen Read Week™ products

Increased sales of Printz seals

New Member Recruitment:

Rate of growth of membership stood at 11% throughout 2005-2006
In March YALSA added its 5000th member—Marybeth Gallant, a librarian at Ashland HS in Massachusetts. She received notes from staff and members, as well as a surprise package from the YALSA Office. As of April 2006, YALSA has 5,102 members, making it 5th in size behind ACRL, PLA, AASL and RUSA.
At 2006 Annual, YALSA 101 is being offered to promote YALSA resources and services to potential members; *School Library Journal* is sponsoring

Retaining existing members:

Increased opportunities for member participation, virtually and/or face-to-face, via discussion groups, task forces and committees
Fourteen task forces were appointed, including the 50th Anniversary Celebration, the YA Literature Symposium and the Midwinter Institute
Four new committees were formed, including Great Graphic Novels
Two new discussion groups, Teen Music and Gaming, were added
Membership voted to allow the establishment of Interest Groups
Increased methods of communication:
YALSA blog became available pre-Midwinter 2006
President’s Monthly Reports sent to Committee chairs as well as posted on YALSA web site; YALSA Councilor report also available on web site
Began adding YALSA’s committees and other groups to ALA’s Online Communities.
Fifteen YALSA groups are currently using the resource.

Added a Regional Advisory Board to serve as a go-between for YALSA and state and regional associations and their members, as well as to promote the work of YALSA

Opportunities to give:

Are now available for YALSA members through the new Friends of YALSA initiative

WHAT'S AHEAD IN 2006 – 2007

2007 Midwinter Institute: “Reaching Teens through Technology”

Two preconferences at Annual: “The Sins of YA Literature” and “A Beginner’s Guide to Teens in Libraries”

Increase in online course offerings

Celebration of our 9th Teen Read Week: October 15-21, 2006

Inaugural launch of Teen Tech Week: March 4-10, 2007

YALSA’s first official wiki

Support YA Literature Day: during National Library Week, April 19, 2007

YALSA Turns 50: Throughout 2007 look for celebratory events for YALSA’s 50th anniversary

Award Proposals: For a first-time YA author and for a lifetime achievement in YA librarianship

@ your library campaign: launch to members in 2007