



*Our mission is to support library staff in alleviating the challenges teens face, and in putting all teens – especially those with the greatest needs – on the path to successful and fulfilling lives. –
Young Adult Library Services Association Mission, updated May 2016*

June 6, 2016

To: ALA Council

CC: YALSA Board

From: Candice A. Wing-ye Mack, YALSA President

Subject: 2015-2016 YALSA Annual Report

This year, YALSA's main focus has been to develop a new organizational plan and to begin aligning the organization's structure to support the new plan. The plan is based on the recommendations for re-envisioning libraries from our 2014 report, "The Future of Library Services for and With Teens: a Call to Action." The report called for a paradigm shift in the way which libraries engage with and serve teens, and highlighted cultural, social, and technological changes for which libraries need to be prepared.

Continuing from discussion and exploration that began last year, the Board diligently worked to draft a new organizational plan that will focus association activities and member resources to address the needs of the Call to Action. The new plan was adopted on April 29, 2016.

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

Advocacy and Activism

National Library Legislative Day, Board Advocacy Best Practices and Policies, Advocacy Resources Taskforce

- Through funds raised for the Friends of YALSA via #GivingTuesday campaign, two stipends were offered to members to attend National Library Legislative Day. Denise

Tabscott and Julie Ann Winkelstein were selected to advocate for teens and libraries through their state delegations. Tabscott is a middle school librarian at Wright Middle Prep in Nashville, Tennessee. Winkelstein is a teacher at the University of Tennessee and Infopeople.org. She is also a postdoctoral researcher on an IMLS grant that provides continuing education for public library staff on the topic of LGBTQ youth homelessness. In addition to the Tweet your Senator and Representative campaigns, YALSA also provided scripts for members to call or e-mail their legislators.

- To advance member advocacy efforts, YALSA's Board members committed to increased modeling of advocacy activities as well as adopting advocacy as one of YALSA's three main priorities in our new strategic plan.
- YALSA created and helped members create advocacy resources, including updating the [Legislative Advocacy Guide](#) and implementing a "Teens Succeed with Libraries" [video contest](#).
- Through calls to action on social media, via email and at conferences, YALSA supported the work of ALA and AASL in advocating for the inclusion of school libraries in the new federal education legislation, the Every Student Succeeds Act.

Capacity Building

Organizational Planning, Partnerships

- At the Fall 2015 Executive Meeting and at Midwinter 2016, the Executive Committee and the Board, respectively, met with facilitators from the Whole Mind Group for discussions on YALSA's organizational planning process.
- As part of Teen Tech Week™, YALSA implemented a Twitter takeover, to invite partners to share resources and issues with YALSA's 35,000+ followers. Topics included connected learning, makerspaces and making, learning labs, web literacy, digital skills, practical tips for using digital tools, and more. Partners for the Take Over included: Center for the Future of Libraries ([@ALALibrary](#)), Congressional App Challenge ([@CongressionalAC](#)), Best Buy ([@GeekSquad](#)), Mozilla ([@MozTeach](#)), Remake Learning ([@remakelearning](#)), and YOUmedia Learning Labs Network ([@YoumediaNetwork](#))
- The Dollar General Literacy Foundation has continued to provide generous sponsorship to YALSA for Summer Learning, Teen Read Week, the Teens' Top Ten and the Teen Book Finder app.
- Best Buy partnered with YALSA this year to provide members with Teen Tech Week mini-grants, webinars, and events to support YALSA's member's participation in Teen Tech Week, an annual initiative focused on helping teens build 21st century skills
- At Annual 2015, the Board welcomed the fourth YALSA Board Fellow, Abigail Phillips, a Doctoral Candidate and the School of Information at Florida State University. 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.

Continuous Learning and Professional Development

Cultural Competencies Task Force, Expanding Symposium Focus, Joint Taskforce, Virtual Learning Opportunities

- In 2015, the annual YALSA [Symposium](#) was held in Portland, OR, Nov. 6 – 8 with 500 attendees. For the first time, the symposium had a broader focus, encompassing all aspects of teen services, instead of highlighting only YA literature.
- In August 2015 YALSA launched a free [micro-credentialing program](#) where library staff can build skills by completing projects and then earn badges to demonstrate their knowledge. Individuals can earn badges in each of the seven areas in YALSA's [Competencies for Librarians Serving Youth](#).
- A Cultural Competence Taskforce helped members ensure the library remains a relevant and welcoming organization in increasingly diverse communities by compiling and sharing resources on [YALSA's wiki](#)
- The YALSA/ALSC/AASL Joint Taskforce focused on increasing partnerships and collaboration between libraries, and has created blog posts and articles that highlight easy to implement, highly actionable ideas for working together.
- Building from the IMLS report on small and rural libraries, YALSA has been awarded \$305,085 by the [Institute of Museum and Library Services](#) as part of the [Laura Bush 21st Century Librarians Program](#) to fund a three year joint project with the [Association for Rural and Small Libraries](#) (ARSL) called, "[Future Ready with the Library: Connecting with Communities for College & Career Readiness Services](#)." The [project](#) aims to co-create a customized learning program for and with staff at rural, small, and tribal libraries to help them build the knowledge and skills needed to prepare middle schoolers with the 21st century skills needed to succeed in college and their future careers. The project also aims to help these libraries build and expand their capacity through community engagement and partnerships. In the three year timeline, 80 library staff, separated into three cohorts, will be engaged in the project with 20 participants in the first year and 30 in both year two and three. At the conclusion of the project, tangible, turnkey resources such as templates for program planning and partner development will be freely available and ready for use by the library community at-large.
- The Hub, a YALSA blog formerly dedicated solely to YA literature, expanded its focus to encompass all types of formats and materials in YA collections and relaunched in August 2015. The Hub received 206,622 page views from January through May 2016, compared with 177,860 page views from January through May 2015.

Member Recruitment and Engagement

Board Diversity, State Conferences, Member Awards, Virtual Town Halls, YALSA Blogs

- To ensure that YALSA governance is adequately diverse, the Board established a Board Diversity Taskforce to review policies and procedures, and work with the YALSA

Nominating Committee to make recommendations for changes, which will be submitted to the Board in June 2016 for adoption and implementation.

- YALSA awarded two Volunteer of the Year Awards. Tara Smith was recognized for her work as the Chair of the Publications Advisory Board, and Melanie Wachsmann, administrative assistant of the Amazing Audiobooks Committee, also received recognition. 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 2016 included:
 - Alegria Barclay for best post on The Hub between Dec. 1, 2014, and Nov. 30, 2015: "[Black Lives Matter: Building Empathy Through Reading](#)"
 - Kylie Peters for best post on YALSABlog between Dec. 1, 2014, and Nov. 30, 2015: "[Collecting Marvel and DC Comics for Teens](#)"
 - Crystle Martin for the best article in The Journal of Research on Libraries & Young Adults: "[Connected Learning, Librarians, and Connecting Youth Interest](#)" Vol. 6 (March 2015)
 - Rekha Kuver for best article in Young Adult Library Services: "[Voices of Homeless Youth](#)" Vol. 13 (2) Winter 2015
- President Candice Mack and the YALSA Board held three virtual town hall meetings/tweet-ups this year to discuss YALSA's organizational planning process and incorporating the Futures report.
- Between July 2015 and June 2016 YALSA attended and participated in [ten state level conferences](#) to support members and to recruit new ones.

Research and Documentation of Best Practice

Partnership Best Practices, Teen Programming HQ, Member Grants and Honors

- To help library staff build stronger connections outside of the library walls, and grow the number of teens who utilize library resources, the Board approved the creation of a Community Connections Taskforce, to provide resources, best practices, and toolkits that will assist library staff in developing partnerships.
- In order to provide a one-stop-shop for finding and sharing information about library programs of all kinds for and with teens, YALSA launched the [Teen Programming HQ](#) in late summer 2015. This site features user submitted programs aligned with YALSA's Programming Guidelines and the Futures report. Recruitment for a member manager is currently underway as is beta testing of the site.
- The 2015 YALSA/VOYA Frances Henne grant was awarded to Ligaya Scaff, who will use the \$1,000 grant to provide seed money for her research project, "The Role of Photo and Video Sharing Applications in Teens' Processes of Creative Expression."
- Dr. Mega Subramaniam was selected by the Midwinter Paper Presentation Committee to address attendees in Philadelphia with her paper, "Designing the Library of the Future for and with Teens: Librarians as the 'Connector' in Connected Learning."

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 submitted,



Candice A. Wing-yee Mack, 2015-2016 YALSA President