



June 1, 2012

To: ALA Council

Cc: YALSA Board of Directors

From: Sarah Flowers, YALSA President

Subject: 2011-2012 YALSA Annual Report

YALSA continued to support its members through another year of trying times as libraries across the country experienced budget cut-backs. YALSA has also been looking to the future as we implemented an updated strategic plan, preparing the organization to serve our members for the next 3-5 years. The report below is based on YALSA's new strategic plan goal areas: advocacy and activism, research and documentation of best practice, continuous learning and professional development, member recruitment and engagement, and capacity building and organizational development.

ADVOCACY AND ACTIVISM

Library Legislative Day, Virtual Library Legislative Day, District Days

- Along with YALSA's Executive Director, I attended Library Legislative Day in Washington, D.C., meeting with congressional staffers and representatives from non-profits with similar interests to YALSA, such as the Afterschool Alliance and the Alliance for Excellent Education.
- YALSA created a "Tweet Your Senator" Google map, which received over 8,000 views in two weeks' time. About 140 individuals Tweeted their Senators and just over 50 re-tweeted YALSA's message.
- YALSA encouraged members to connect with their Representatives and Senators while they were home during the Congressional recess. A wiki page, talking points, and a brochure were available to help members plan and implement a District Days effort.

Dollar General Summer Reading Grants

For the second year in a row, YALSA received a grant from the Dollar General Literacy Foundation. Using this funding, YALSA was able to give \$1000 grants to 20 libraries to fund the use of teen interns in their summer reading programs.

Teen Book Finder App

The Dollar General Literacy Foundation also provided funding for the development of YALSA's Teen Book Finder app for iPhone and iPad, available now in the Apple App Store (an Android version is coming soon). This free app allows teens, parents, librarians and library staff, and anyone who loves YA literature access to the past three years' of YALSA's awards and lists on their smartphone. It includes a "Find It" button that shows users which local libraries own the titles selected.

Books for Teens

- YALSA's Books for Teens is a Facebook "Cause" that seeks to raise funds to supply books to teens in communities with a high level of poverty. In April, during National Library Week, members all over the country held fundraisers ("Booze for Books," "Pizza for Pages," "Chocolate for a Cause," etc.) in support of Books for Teens.
- YALSA created an online Fundraising and Gift-Giving Toolkit to help members come up with their own ways to support Books for Teens and other causes.
- \$1,164 was raised for Books for Teens in April alone, and the first books will be distributed later this year.

Issue Briefs

YALSA created its first two issue briefs ("Libraries Help Keep Teens Safe Online" and "Adolescents Need Libraries" and shared them during Teen Tech Week™ with policy makers and others with the authority to influence decisions about libraries.

RESEARCH AND DOCUMENTATION OF BEST PRACTICE

Research Agenda

YALSA published its updated National Research Agenda in October. The four priority areas are Impact of Libraries on Young Adults, Young Adult Reading and Resources, Information-Seeking Behavior and Needs of Young Adults, and Informal and Formal Learning Environments and Young Adults. The research called for in this agenda will help guarantee that librarians serving young adults are able to provide the best service possible as well as advocate for funding and support in order to ensure that teens are served effectively by their libraries. www.ala.org/yalsa/guidelines/research/researchagenda

Research Journal

YALSA's online, peer reviewed research journal, The Journal of Research on Libraries and Young Adults (JRLYA), moved this year from being a quarterly journal to having a rolling publication date. Articles will be published as they become available. www.yalsa.ala.org/jrly/

Online Community

The Network for Research on Libraries and Teens is YALSA's space for those interested in and performing teen research to connect with each other. <http://yaresearch.ning.com/>

The Hub

Readership of the Hub, YALSA's YA Literature blog, has continued to rise dramatically. It had nearly 30,000 page views in April. www.yalsa.ala.org/thehub/

Midwinter Paper Presentation

The second annual Trends in YA Midwinter Paper Presentation took place in Dallas in January, featuring Jeanie Austin, who presented her research on "Making a Difference for Teens in the Juvenile Justice System."

Publishing

- In June, YALSA's newest self-published title, *The Complete Summer Reading Manual: From Planning to Evaluation*, will be coming out. Contributors include Mark Flowers, Megan Honig, Erin Downey Howerton, Kat Kan, Maria Kramer, Chris Shoemaker, and Connie Urquhart.
- Also in June, Neal-Schuman/ALA Editions will publish the first three books in the YALSA Guides series: *Answering Teens' Tough Questions*, by mk Eagle; *Being a Teen Library Services Advocate*, by Linda W. Braun; and *Evaluating Teen Services and Programs*, by Sarah Flowers.

Grants

YALSA has applied for an IMLS grant to hold a national forum on the state of YA services. Grant results should be known this summer.

CONTINUOUS LEARNING AND PROFESSIONAL DEVELOPMENT

E-Learning

- Webinars and e-courses. YALSA continues to present monthly webinars and regular e-courses. The summer online e-course will be "Making the Match: Finding the Right Book for the Right Teen at the Right Time." www.ala.org/yalsa/onlinelearning/webinar
- YA Forum. During the first week of each month, YALSA hosts an asynchronous discussion forum on ALA Connect on a topic of interest to YA librarians. Recent topics have included "Keep 'em Reading" (tips for titles that will keep teens reading over the summer), Summer Reading Programs, Badges, and STEM. www.ala.org/yalsa/aboutyalsa/yaforum

Mentoring

YALSA's virtual mentoring program is wrapping up its second year, and starting to make matches for year 3. www.ala.org/yalsa/profdev/mentoring

Badges Project

In March, YALSA, in cooperation with Badgeville, was awarded a \$75,000 grant from Mozilla, the Macarthur Foundation, and HASTAC to create a Badges for Lifelong Learning project that will increase YALSA's capacity to deliver professional development in an exciting, innovative way.

The badges—at no cost to learners—will be based on [YALSA's Competencies for Librarians Serving Youth](#). In the initial project, curriculum will be based on three competency areas: Communication, Outreach & Marketing; Knowledge of Materials; and Services. In each area, learners will complete four sets of “minor” badge activities, after which the learner will earn a gold badge for that content area.

Curriculum Kits

YALSA is in the process of creating two in-depth training manuals. The manuals, one on “Understanding Teen Behavior for a Positive Library Experience,” the other on “Strengthening Teen Services Through Technology,” help libraries and library agencies provide high quality training opportunities to their constituencies and provide an additional revenue stream for YALSA. The first kits should be available in summer 2012. www.ala.org/yalsa/young-adults-deserve-best

YALSA Academy

In late 2011, YALSA launched the YALSA Academy, a YouTube channel to provide short training videos of topics related to teen services in libraries. Created by and for librarians and library staff workers, the videos focus on practical teen services issues. Videos cover a wide variety of topics including social media, technology tools, programming, advocacy, collection development, customer service, professional development and others. www.ala.org/yalsa/academy

MEMBER RECRUITMENT AND ENGAGEMENT

Readers Choice Book Award

The first Readers' Choice Book Awards were announced in November 2011. A total of 34 books were selected by YALSA members, from titles nominated by teachers, librarians, teens, and parents.

Social Media Outreach & Engagement

YALSA has continued to use social media to engage members and others interested in teen services. YALSA's Facebook page has over 5,300 followers, and YALSA's Twitter feed has over 11,800 followers.

Communications

- YALSA sends a monthly e-newsletter to all members. In addition, this year the YALSA President sent out a holiday message to members to thank them for the work they do. School library members received an email in April (School Library Month) that thanked them and provided them with information about YALSA's resources and member engagement opportunities.
- Former YALSA members who had not renewed were contacted this spring, to encourage them to renew and to provide them with information about resources and opportunities.

Outreach

YALSA members, including the president, helped staff a YALSA booth at several conferences this year, including: PLA, ALISE, Virginia Library Association, Tennessee Library Association, Connecticut Library Association, International Reading Association, Beyond School Hours, and the USA Science and Engineering Festival. Members shared information about YALSA lists and awards, and about how libraries can support out-of-school-time programs.

Writing Award

The first YALSA Writing Awards were presented this year. Individual members were awarded \$500 each for the best article in *Young Adult Library Services* and the *Journal of Research on Libraries and Young Adults*, and \$200 each for the best article in the YALSA blog and The Hub, YALSA's YA Literature Blog.

Emerging Leaders

YALSA is sponsoring Lori Easterwood, Sacramento Public Library, as its 2012 Emerging Leader.

CAPACITY BUILDING AND ORGANIZATIONAL DEVELOPMENT

Board Source Innovation Prize

YALSA received the \$10,000 BoardSource Innovation Prize for its "Governing the Future" presentation. The YALSA Board voted to put \$9,000 of the prize money into YALSA's Leadership Endowment, and to spend \$1,000 to pay for the first round of the new YALSA Board Fellowship Program.

Board Fellow

The first YALSA Board Fellow, Carrie Kausch, was appointed this spring. She will begin her year's term after ALA Annual 2012, as a non-voting, but fully involved, member of the Board.

Board Self-Assessment

YALSA Board members participated in a Board Self-Assessment process this year. Each Board member completed an assessment form in July, and identified areas to focus their learning on during the year. Board members demonstrated their learning by making presentations to the Board or leading online chats on specific topics.

Marketing

YALSA is in the process of hiring a consultant to help with a strategic marketing plan, including branding.

Planned Giving

YALSA Board members have been learning this year about their role in Planned Giving. YALSA members and others were identified as possible planned giving donors, and a mailing was sent to them in early June.

Sponsor brochure

YALSA staff created a Media and Sponsorship Kit to help vendors and others connect with YALSA's more than 5,200 members. <http://bit.ly/IQsjpX> (.pdf)

Friends of YALSA

The Friends of YALSA continues to support YALSA, focusing this year on marketing YALSA's selected lists and awards. The FOY created a 2012 Printz Calendar, featuring the first 12 Michael L. Printz Award winners. www.ala.org/yalsa/givetoyalsa/give