

**YALSA Board of Directors Meeting
ALA Annual Conference, San Francisco
June 26 – 30, 2015**

Topic: Approval of the 2015 – 2016 Committee Task List

Background: From May – June YALSA sought feedback from the Board and current and in-coming Chairs regarding a task list for the coming year for strategic committees and advisory boards. Based on the Board Liaison and Chair feedback, Beth Yoke developed the task list. The task list also takes into consideration the Futures Report and liaison responsibilities with ALA groups. Once approved by the Board, the list will be posted in YALSA’s online Handbook as well as emailed to the Chairs.

Action Required: Consent

Additional Resources

- 2014 – 2015 Committee Task List, <http://ow.ly/OLdGl> (.pdf)

2015 – 2016 Task List for YALSA Strategic Committees & Advisory Boards

About the Futures Report:

This task list is based on YALSA's Futures Report, which can be found at: www.ala.org/yaforum/project-report. It should be noted that tasks listed below for specific groups could be modified during the year, based on Board decisions, group input, etc.

Key Areas of Focus in the Report:

- Item #1. **Intentional programming:** programs for and with teens should meet the specific needs of the teens in a library's community and focus on helping teens prepare for college, careers and life. Programs should be designed to offer teens active learning opportunities
- Item #2. **Professional development:** in order to effectively serve teens, library staff need to be life-long learners who build skills around key topics such as connected learning, cultural competence, youth development, emerging technologies and more
- Item #3. **Re-envisioning collections:** collections need to reflect the demographics of the teens in the library's community and incorporate materials beyond the traditional book collection in order to support teens as they build digital literacy skills
- Item #4. **Supporting underserved teens:** libraries need to turn outward and seek out teens in their communities who are not currently being served by the library
- Item #5. **Youth participation:** teens should be actively engaged in the planning, implementation and evaluation of library services and programs in order to ensure the library is meeting their needs and to help teens build soft skills they will need for college, careers and life

Implementing Tasks:

- Chairs need to develop and implement their own detailed timeline and work plan in order to facilitate the completion of the work laid out in the task list. Resources to help with this are on the Chair Wiki <http://wikis.ala.org/yalsagroups/index.php/Chairs>, or chairs can consult their Board Liaison
- Chairs are empowered to delegate work to their committee members and set deadlines for them to accomplish the work.
- Chairs are also empowered to work with their board and staff liaisons to obtain more detailed information about the tasks listed below and to resolve questions and concerns about the tasks or related committee work through them.
- Chairs are encouraged to take advantage of YALSA's communication channels (www.ala.org/yalsa/aboutyalsa/yalsahandbook/marketingformembergr) as well as seek support from YALSA's Communications Specialist to raise awareness about their group and/or to promote their work.

- Chairs must be sure to keep a record of documents, accomplishments, unfinished tasks, etc. and make them available to future chairs of the committee/advisory board by posting them to the group’s space in ALA Connect before the end of their term.

As of June 24th, Board Liaisons still need to be finalized by the YALSA President-Elect, Candice Mack.

Committee or Advisory Board	Area of Focus in Strategic Plan	Related Task List
<p>Continuing Education Advisory Board</p> <p>Chair: Susan Riley, sriley@wlsmail.org</p> <p>Board Liaison:</p> <p>Staff Liaison: Nicole Munguia, nmunguia@ala.org</p>		<ul style="list-style-type: none"> • Carry-over from 2014-2015: between July and Aug. finish building a page on YALSA’s wiki that lists CE resources, organized by the 7 areas in YALSA’s Competencies for Librarians Serving Youth, then work with the Communications Specialist to promote the page & encourage others to add content • Between Sept. - Nov. review the list of YALSA’s on-demand webinars and make recommendations for any that should be retired due to out of date content. Submit recommendations to YALSA’s Program Officer for CE by no later than Dec. 1 • Between Dec. – Feb. draft a best practices in adult education guide/toolkit that YALSA can share with webinar facilitators, e-course instructors and program presenters. Submit the draft to Program Officer for CE by no later than Mar. 1. • Based on feedback revise and finalize the draft best practices by 6/1 • All year: work with Program Officer for CE to identify individuals to create monthly webinars and academy videos • All year: post content on the trainers Facebook page, including tips for trainers, links to resources, samples of best practices, etc. • As needed, solicit member feedback to find out their latest CE needs • Utilize the list of YALSA protégés, Emerging Leaders, Spectrum Scholars, etc. to involve them in YALSA CE activities, such as facilitating a webinar or creating an Academy video • CE Advisory Board Chair is liaison to ALA’s Education Assembly

<p>Division & Membership Promotion</p> <p>Chair: Christina Linder, clinder@rcls.org</p> <p>Board Liaison:</p> <p>Staff Liaison: Letitia Smith, lsmith@ala.org</p>	<p>#4 Member recruitment & engagement</p> <p>#5 Capacity Building</p>	<ul style="list-style-type: none"> • Between July & Sept. create a calendar of messages tailored to each of the audiences (student listserv, school librarian listserv, new member listserv) to help these groups learn more about YALSA resources (e.g. webinars & toolkits) and activities (e.g. Interest Groups, virtual town halls) that are of particular interest to them. • Between Oct. – June send out the messages created for the calendar • Between Oct. – Dec. identify methods and activities YALSA can undertake to increase its presence locally with members. Submit the recommendations to the Board by Dec. 7 • In Feb. use Board feedback to come up with an implementation plan • Between March & June implement recommendations that were green lighted by the Board • Between Dec. – Jan. work with Letitia Smith to identify members to help staff the YALSA booth at the 2016 Midwinter Meeting • Beginning in Feb. plan & implement a YALSA 101 program for the 2016 Annual Conference, working with Nichole O’Connor on logistics • Throughout the year work with Letitia Smith to reach out to members who are celebrating an anniversary with YALSA and congratulate them • Assist Letitia with implementing the member referral program, as outlined in the Self-Guided Marketing Plan • Throughout the year promote YALSA member resources, including the Google Map of members, the Get Involved Infographic and free webinars about making the most of your membership & getting involved • The DMP Chair serves as liaison to ALA’s Recruitment Assembly and New Members’ Round Table
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<p>Editorial Advisory Board</p> <p>Chair: Linda Braun, lb Braun2000@gmail.com</p> <p>Board Liaison: N/A</p> <p>Staff Liaison: Anna Lam, alam@ala.org</p>	<p>#3 Continuous Learning</p>	<ul style="list-style-type: none"> • To work with and advise the editor of <i>YALS</i> in order to develop and implement a new model for the journal that is in line with the YALSA Futures Report • Review content of the journal over the past two years to analyze how it has supported the association’s Futures Report and to identify any gaps • Create a framework and focus for the content in the journal which may include, categories of content, column focal points, recurring columns, and so on • Develop an editorial calendar for the journal that aligns with the ideas of the YALSA Futures Report • Work with potential authors on content for each of the issues of the journal • Help publicize the journal through social media and YALSAblog content • Provide feedback on a revised design for the publication • Advise the editor as needed • Utilize the list of YALSA protégés, Emerging Leaders, Spectrum Scholars, etc. to involve them in YALSA writing activities, such as submitting articles for <i>YALS</i> and/or content for the web companion • Regularly share information with and coordinate tasks as appropriate with YALSA’s Publications Advisory Board, the Hub Advisory Board, the YALSAblog Advisory Board, and the JRLYA Advisory Board. Forward top five candidates for the YALSA Writing Award to the jury chair by Dec. 1
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<p>Executive Committee</p> <p>Chair: Candice Mack, candice.yalsa@gmail.com</p> <p>Board Liaison: N/A</p> <p>Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>All goals</p>	<ul style="list-style-type: none"> • In July & Aug.: review applications for the Member Managers for the Hub and the Teen Programming HQ and select an appointee for each • Oversee the planning and implementation of Midwinter Board training and development, including refining the board self-assessment process and learning plans • Assist the President-Elect with the planning and implementation of Chair training and development in Nov. and May • In May provide input to Candice Mack, YALSA President, for the development of 2016 – 2017 strategic committee task lists • Facilitate planning and decision making between Board meetings • Liaise with appropriate groups and individuals in ALA. For example, the Fiscal Officer should be in regular contact with YALSA’s BARC rep.
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<p>Financial Advancement</p> <p>Chair: Sarah Kepple, sarahkepple@gmail.com</p> <p>Liaison: N/A</p> <p>Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#1 Advocacy #5 Capacity Building</p>	<ul style="list-style-type: none"> • Continuously plan for fundraising efforts throughout the year as noted in the FAC manual. • Between July and Sept. 2015 decide on specific fundraising tactics for the 2016 calendar year, leveraging opportunities like Annual & the Symposium, that will raise at least \$16,000 to support YALSA's array of member awards and submit your recommended tactics to YALSA's Executive Committee by Oct. 1 for their fall meeting • Based on Executive Committee feedback, implement the fundraising plan beginning in Jan. • Between Oct. and Dec. plan for and implement YALSA's participation in the National Giving Tuesday, on 12/1 www.givingtuesday.org as well as any fundraising activities at Midwinter • Between Feb. and March 2016 work on a fundraising effort to do around the 2016 ALA Annual Conference & work with Nichole O'Connor to implement it • In April 2016 update the Fundraising Guide as needed (http://bit.ly/xpYuk4) • In May and June 2016, review and update the FAC manual, as needed • Throughout the year, continue to send thank yous to all donors • On a monthly or more frequent basis, share news and information with donors via the foy@ala.org listserv
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<p>The Hub Advisory Board</p> <p>Chair: TBD</p> <p>Board Liaison:</p> <p>Staff Liaison: Anna Lam, alam@ala.org</p>	<p>#3 Continuous Learning</p> <p>#4 Member Engagement</p>	<ul style="list-style-type: none"> • In July – Aug. create an editorial calendar for the 2015 – 2016 year that outlines timely issues/topics to focus on each month & that support the blog’s expanded focus. Build in relevant special activities, such as “30 Days of _____” efforts, end of the year best-of & wrap-ups, start of the year predictions, etc. • Throughout the year, implement the editorial calendar and make adjustments as needed. Strive to create content that is balanced and doesn’t skew too heavily toward one format (such as YA lit) • Discuss what specific tasks the advisory board can take on to support the blog and the work of the blog manager, and maintain and refine the tasks throughout the year • Confirm which current bloggers want to stay on & support the new format, and what their area of focus will be • Implement a recruitment effort to secure bloggers who can write about collection development and/or specific types of resources that go into a collection, including digital resources • Work with YALSA’s Communications Specialist to promote the blog, and its new focus • Utilize the list of YALSA protégés, Emerging Leaders, Spectrum Scholars, etc. to recruit new bloggers • Regularly share information with and coordinate tasks as appropriate with the YALSAblog & other YALSA publications • Forward your top five candidates for the YALSA Writing Award to the jury chair by Dec. 1
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<p>Interdivisional School/Public Library Cooperation</p> <p>Chair: Jenna Nemac-Loise, alsc.jenna@hotmail.com</p> <p>Board Liaison:</p> <p>Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#1 Advocacy #3 Continuous Learning #4 Member Engagement</p>	<ul style="list-style-type: none">• Promote subscriptions to the middlegrd@ala.org listserv and post regular tips on serving middle graders via school and public libraries• Other tasks are determined jointly by the AASL, ALSC and YALSA Executive Committees
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<p>Legislation</p> <p>Chair: Staci Terrell, sterrell@andersonlibrary.net</p> <p>Board Liaison:</p> <p>Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#1 Advocacy, #4 Member Engagement & Recruitment</p>	<ul style="list-style-type: none"> • From July 1- Sept. provide information and resources to help members plan and implement District Days activities, including promotion of the Advocacy Benchmarks, and work with the Communications Specialist to promote it on the YALSAblog, e-news, social media, etc. • July 1 to Feb. work with the Communications Specialist to promote the stipend for a member to attend Natl Library Legislative Day (NLLD) • From Sept. – Jan. work with the Communications Specialist to use YALSA communication channels to collect from members, organize, edit and share out quotes, photos & video for use with advocacy efforts • In Feb. vet the NLLD applications and choose a winner(s) • Between Feb. and May, work with the Communications Specialist to create and promote turn-key messages for members to use for NLLD & its virtual component, held on May 3, 2016 • From May – June, plan activities and messages for 2016 District Days • Regularly access YALSA’s wiki to ensure the information about National Library Legislative Day, District Days, and other legislation related information is up to date, free of spam and accurate • Throughout the year promote the Washington Office’s free advocacy webinars to YALSA members • Throughout the year work with the Advocacy Resources Taskforce to promote subscriptions to YAdvocacy listserv and post regular tips on everyday advocacy that relate to the Advocacy Benchmarks • Throughout the year model use of social media as an advocacy tool to members and encourage them to use it at the local and state levels, such as Google maps, Storify and Scoop.it • Communicate regularly with the chairs of the ALA, ALSC & AASL Legislation Committees and explore opportunities for collaboration
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<p>Midwinter Trends in YA Paper Presentation</p> <p>Chair: Sandra Hughes-Hassell, smhughes@email.unc.edu</p> <p>Liaison: Staff Liaison: Nichole O'Connor, noconnor@ala.org</p>	<p>#2 Research #3Continuous Learning</p>	<ul style="list-style-type: none"> • From July – Aug. work with Nichole O'Connor to update the application form, as needed • From Sept. thru Jan. plan and implement a lecture for the 2016 Midwinter Meeting in Boston, working with Nichole O'Connor, Program Officer for Conferences & Events on logistics • Schedule the meeting room and A/V with Nichole before Sept. 15th • Between Feb. and June, work with YALSA's Communications Specialist to promote the call for papers for the 2017 Midwinter to a variety of outlets that span, library, education and other groups which may have research to share, and market the event, by writing posts for the blog, articles for the e-newsletter, etc. • Use the YALSA Research Agenda & Future of Library Services for & with Teens report to identify potential topics for the paper and check in with YALSA's board to see if they have any priority areas they'd like addressed • Communicate regularly with the JRLYA Editor and Advisory Board about the event and to identify potential speakers and topics
<p>National Guidelines Committee</p> <p>Chair: Katherine Trouern-Trend, kttrend@gmail.com</p> <p>Liaison: Staff Liaison: Nicole Munguia, nmunguia@ala.org</p>	<p>#2 Research & Best Practices</p>	<ul style="list-style-type: none"> • Throughout the year implement the timeline in the NG Committee manual created by the previous year's committee • From July – Dec. work with YALSA's Communications Specialist to put together and implement a plan to promote YALSA's newly updated Research Agenda and brand new Professional Values document • From Jan. to June promote new resources as they are published, including position papers, issue briefs and collection development guidelines (if the guidelines are green-lighted by the YALSA Board at their June 2015 meeting) • Throughout the year assist staff with establishing and maintaining liaisons with appropriate decision makers and stakeholders, both inside and outside the library profession that monitor and evaluate the performance of teen services programs and library staff

<p>Nominating Governance</p> <p>Chair: Shannon Peterson, speterson@gmail.com</p> <p>Liaison: Chris Shoemaker, cinf0master@gmail.com</p> <p>Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#4 Member Recruitment & Engagement</p> <p>#5 Capacity Building</p>	<ul style="list-style-type: none"> • A detailed work plan is provided in the committee’s manual – please follow that carefully • Update the committee manual, as needed, and archive in the committee’s space in ALA Connect • Provide updates on the committee’s work via the YALSAblog or the e-newsletter in order to inform members about the nominating process and ensure an appropriate level of transparency • Provide regular updates to the President as to the committee’s progress and seek assistance from him in regards to any concerns or challenges finding candidates
<p>Nominating Awards</p> <p>Chair: Robin Kurz, robinfogelkurz@gmail.com</p> <p>Liaison: Chris Shoemaker, cinf0master@gmail.com</p> <p>Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#4 Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> • A detailed work plan is provided in the committee’s manual – please follow that carefully • Update the committee manual, as needed, and archive in the committee’s space in ALA Connect • Provide updates on the committee’s work via the YALSAblog or the e-newsletter in order to inform members about the nominating process and ensure an appropriate level of transparency • Provide regular updates to the President as to the committee’s progress and seek assistance from him in regards to any concerns or challenges finding candidates

<p>Organization & Bylaws</p> <p>Chair: Robin Kurz, robinfogelkurz@gmail.com</p> <p>Board Liaison: N/A</p> <p>Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#4 Member Recruitment & Engagement</p> <p>#5 Capacity Building</p>	<ul style="list-style-type: none"> • Between July – Aug. review and update a schedule for reviewing the bylaws, handbook and official YALSA polices (bylaws can be on a 5 year cycle, and the handbook and policies can be on 3 year cycles). Post in the committee’s space in Connect for future iterations of the committee to use • Between Sept. – Dec. continue with the next round of committee/jury/advisory board evaluations, based on the calendar created by the previous committee, excepting any selection or award committees on the list (due to the work of the Selection & Award Committee Evaluation TF). Submit a report to the board by Dec. 7 • Throughout the year work to implement any of the O&B related recommendations from the Selection & Award Evaluation TF that may have been approved by the board at their June meeting • Throughout the year communicate with and work with chairs as needed to ensure their groups’ policies, procedures and charges are up to date and accurate
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<p>Publications Advisory Board</p> <p>Chair: Tara Smith, tara.smith.mls@gmail.com</p> <p>Board Liaison:</p> <p>Staff Liaison: Anna Lam, alam@ala.org</p>	<p>#3 Continuous Learning</p>	<ul style="list-style-type: none"> • Between July 1 and Sept. update the annotated list of potential authors • Between Oct. – Dec. review past issues of <i>YALS</i> and determine whether a publication featuring a collection of <i>YALS</i> articles related to a topic in the Futures Report can be created. Submit your recommendation to the Board by Dec. 7th • Between Jan. – Mar. review the YALSAblog and determine whether a publication featuring a collection of YALSAblog posts related to a topic in the Futures Report can be created. Submit your recommendation to the Board by April 1 • Throughout the year maintain the literature review which lists professional book length publications in the field of teen services and identify gaps in topics for potential YALSA publications and maintain the list in the committee space in ALA Connect • Regularly read professional materials (such as periodicals & blogs) to identify potential authors and maintain a list in the committee space in ALA Connect • Throughout the year work with the Communications Specialist to ensure that YALSA authors receive recognition for their contribution to the association • Assist the Communications Specialist with marketing YALSA publications to the membership and the library community • Throughout the year work to help members and leaders in the library community understand the value of writing for YALSA • Assist the Communications Specialist with finding chapter contributors for book-length publications as necessary • Regularly share information with and coordinate tasks as appropriate with YALSA’s the Editorial Advisory Board
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<p>Research</p> <p>Chair: Kafi Kumasi, ak4901@wayne.edu</p> <p>Board Liaison:</p> <p>Staff Liaison: Anna Lam, alam@ala.org</p>	<p>#1 Advocacy #2 Research #3 Continuous Learning</p>	<ul style="list-style-type: none"> • In July & Aug develop a calendar and implementation plan to coordinate and streamline communication & resource sharing: <ul style="list-style-type: none"> • Utilize & promote the Network for Research on Libraries & Teens http://yaresearch.ning.com/ as the hub for all of YALSA's research related resources and activities • Update and expand, and encourage others to contribute to, the research pages on YALSA's wiki • Continue to cross post news and information on academic focused listservs, such as yaresearchers, JESSE and ESLS listservs • Create YALSAblog posts and articles that help members find ways to bridge research and application of research • Decide by August whether or not to hold a YA research forum at ALA Midwinter meeting • Between Sept. – Dec. plan for a YALSA presence at the ALISE conference (e.g. poster session, presentation, happy hour) • Between Sept. and May create an updated the Annotated Research Bibliography (www.ala.org/yalsa/guidelines/research/research) and submit to the Communications Specialist for posting online • Keep in regular contact with the JRLYA Advisory Board and the Midwinter Paper Presentation Planning Committee to share information and collaborate, as appropriate • Decide whether or not to submit a program proposal for the 2017 ALA Annual Conference (RFP closes July 1st, 2016) • The Research Committee Chair serves as a liaison to ALA's Committee on Research
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<p>Research Journal Advisory Board</p> <p>Chair: Don Latham, dlatham@fsu.edu</p> <p>Board Liaison:</p> <p>Staff Liaison: Anna Lam, alam@ala.org</p>	<p>#2 Research</p> <p>#3 Continuous Learning</p>	<ul style="list-style-type: none"> • Put out a call for research in gap areas identified through the “Future of Library Services for & with Teens: a Call to Action and updated Research Agenda • Throughout the year help YALSA’s Communications Specialist market the Journal both to potential authors and to readers. • Work with the Journal’s editor to make sure that article reviewers have the skills needed in order to complete the reviewing task successfully. • Referee any submissions in a timely manner, as assigned by the journal editor • Communicate regularly with the Trends in YA Paper Presentation Committee about the paper presentation at Midwinter and publishing the paper in a future issue of JRLYA • Communicate regularly with the Research Committee about topics and authors for JRLYA • Increase awareness about JRLYA by creating blog posts or a brief webinar about how to publish with the journal • Forward your top five candidates for the YALSA Writing Award to the jury chair by Dec. 1
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<p>Teen Read Week</p> <p>Chair: Amanda Barnhart, amandabarnhart@kclibrary.org</p> <p>Board Liaison:</p> <p>Staff Liaison: Anna Lam, alam@ala.org</p>	<p>#1 Advocacy #4 Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> • In July – Aug. find, compile and post to the Ning resources to help library staff offer literacy-focused resources, services and programs as part of TRW to help underserved teen populations in their community • In July – Aug. determine if the committee wants to host Twitter chats to help library staff prep for TRW, and if so, work with the Communications Specialist to plan and carry them out • From Aug. – Oct. post one message per week in each Ning Forum to spur discussion and/or share information or resources • From Aug. – Oct. regularly promote TRW with posts to the YALSAblog, including interviews of grant winners, YALSA’s e-newsletter and through other resources beyond YALSA • In Sept. suggest themes for the 2016 TRW and submit them to Anna Lam. Please note: the suggestions are just that, and it is possible they may not be used. • In Nov. survey TRW participants, analyze feedback and compile recommendations for next year’s TRW. Submit them to the board as part of your Chair report. • From Dec. – Feb. solicit, gather, write and edit content for a theme-specific 2016 TRW guide for library workers, focusing on programs that target struggling readers or underserved teen populations • In Feb. – Mar. develop content for the 2016 web site, as requested from Anna Lam, including content to help library workers leverage TRW as an advocacy opportunity • Create content, as requested by Anna Lam for TRW e-newsletters to registrants, articles for YALS, etc.
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<p>Teen Tech Week</p> <p>Chair: Fallon Bleich, fallon.bleich@gmail.com</p> <p>Liaison:</p> <p>Staff Liaison: Anna Lam, alam@ala.org</p>	<p>#1 Advocacy #4 Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> • From July thru Sept., update the STEM Toolkit (using Track Changes) and submit to the Communications Specialist • Between Oct. and Nov., update the STEM resources wiki page, removing obsolete information and adding new, as appropriate • From Nov. thru Mar. post one message per week in each Ning Forum to spur discussion and/or share information or resources • Throughout Nov. create and disseminate YALSAblog posts to promote the 2016 TTW and the launch of the web site • From Dec. – Jan. gather existing resources, create new as needed and post them to the Ning to help library workers leverage TTW as an advocacy opportunity • In Apr. survey TRW participants, analyze feedback and compile recommendations for next year’s TRW. Submit them to the board as part of your May Chair report. • From May – June, research potential and submit 2017 TTW theme ideas to the Communications Specialist. Keep in mind that these are suggestions and may not actually be used.
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<p>Teens' Top Ten</p> <p>Chair: Stacy Holbrook, holbrook.stacy@gmail.com</p> <p>Board Liaison:</p> <p>Staff Liaison: Nichole O'Connor, noconnor@ala.org</p>	<p>#5 Member Recruitment & Engagement</p>	<p>Work with Nichole O'Connor, to implement the 2016 round of the Teens' Top Ten</p> <ul style="list-style-type: none"> ○ Update the list of nominations from current Galley groups monthly, and update nominations from the general public as needed. ○ Promote the new public nomination form ○ Vet all nominations and prepare for galley group vote beginning March 16th. ○ Annotate TTT nominations that are during National Library Week and submit to Nichole, for posting online. <p>· Throughout the year work with Nichole to raise awareness about the program via marketing and outreach efforts and to improve communications with publishers</p> <p>· Throughout the year work with the Communications Specialist to market the reads4teens web site</p>
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<p>Website Advisory</p> <p>Chair: Gina Seymour, seymourgina@gmail.com</p> <p>Board Liaison:</p> <p>Staff Liaison: Anna Lam, alam@ala.org</p>	<p>#4 Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> • From July – Sept. organize information about existing YALSA e-resources into a calendar for the Advisory Board to use for marketing messages to help members find resources at their point of need • From Sept. – June use the content in the calendar to send out timely messages to members via YALSA communication channels promoting web resources • From Oct. – Jan. mine the YALSAblog and The Hub for current content related to the Futures Report and link to it from appropriate sections of the YALSA wiki. Work with the Communications Specialist to integrate content onto the YALSA web page • Regularly (weekly) visit wiki pages and remove spam, as necessary • Throughout the year support YALSA’s social media presence by retweeting Tweets and liking Facebook posts • Throughout the year represent YALSA on the ALA Web Advisory Committee, and as requested by YALSA’s Board, take questions, concerns and suggestions to them • Throughout the year alert YALSA’s Communications Specialist to dead links or obsolete content when found on the YALSA web page • Work with member groups as needed to establish space on YALSA’s wikis
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<p>YALSAblog Advisory Board</p> <p>Chair: Crystle Martin, crystle.martin@gmail.com</p> <p>Board Liaison: N/A</p> <p>Staff Liaison: Anna Lam, alam@ala.org</p>	<p>#2 Research & Best Practices</p> <p>#3 Continuing Education</p> <p>#4 Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> • In July – Aug. create an editorial calendar for the 2015 – 2016 year that outlines timely issues/topics to focus on each month (based in part by content from the Futures Report) and builds in relevant special activities, such as “30 Days of ____” efforts, end of the year wrap ups, start of the year predictions, etc. • Throughout the year, implement the editorial calendar and make adjustments as needed • Recruit bloggers, including teen bloggers • Group bloggers with similar interests with liaisons from the advisory board in order to make the monitoring process manageable. • Work with YALSA’s Communications Specialist to promote the blog • Utilize the list of YALSA protégés, Emerging Leaders, Spectrum Scholars, etc. to recruit new bloggers • Regularly share information with and coordinate tasks as appropriate with The Hub & other YALSA publications • Forward your top five candidates for the YALSA Writing Award to the jury chair by Dec. 1
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