

**YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
June 22 – 26, 2018**

Topic: Communications Update

Background: A communications report from Anna Lam, YALSA's Communications Specialist, is provided below with information about communications-related projects since Midwinter 2017. The report includes information about publications, which is a key revenue stream for YALSA.

Action Required: Information

MARKETING/ADVERTISING

- Marketing efforts between Midwinter 2018 and now have focused on YALSA's book awards and lists, member awards and grants, webinars, online courses, YALSA publications, Teen Read Week™, Teen Tech Week™, Summer Learning, YA Symposium, and more.
- An ad promoting the 2018 symposium was placed in the Utah Library Association Conference program book.
- As of June 1, YALSA has 43,736 followers on Twitter and 14,416 likes on Facebook.

PERIODICALS

- *YALS* has 117 subscribers. *YALS* has officially gone all digital with the Spring 2018 issue. Stats for the Spring 2018 issue are as follows:
 - Total visits: 965
 - Unique visits: 798
 - Total page views: 12,762
 - Unique page views: 9,830
 - Avg. Time spent per issue: 8 minutes
 - Total PDF downloads: 100
 - Total clicks (links within issue): 80
- The *YALSA eNews* is distributed weekly. For 2018 so far, the average open rate was 16.4% with an average open rate of 4.5%.
- The Hub: Between January – May 2018, *The Hub* has had over 186,321 pageviews, while in 2017, there were 186,772 pageviews.
- *YALSAblog*: Between January – May 2018, the *YALSAblog* has had over 67,350 pageviews, while in 2017, there were 66,968.
- *Journal of Research on Libraries and Young Adults (JRLYA)* has a new volume, Vol. 9 No. 1, currently underway. The anticipated publication date is end of June. Robin Moeller was selected as the new editor of *JRLYA* and started June 1.

PUBLIC RELATIONS

- Since Midwinter 2018, YALSA has issued 21 press releases on topics such as YALSA book awards and lists, member awards and grants, Train the Trainer project, JRLYA, publications, summer learning, Teen Read Week™, Teens’ Top Ten, Teen Programming HQ, YALSA’s YA Services Symposium, and more.

PUBLICATIONS & PRODUCTS

- A new summer learning manual is anticipated to be published by late summer/early fall.

PUBLICATION SALES

YALSA Self Publications		
Title	FY18 YTD	FY17
Edwards Seal (24/pack)	\$158	\$78
Excellence in Library Services	\$93	\$25
Excellence in Nonfiction Finalist (Bulk)	\$6,215	\$6,375
Excellence in Nonfiction Seal Nominee (Bulk)	\$525	-----
Hands on Learning CE Bundle	-----	\$300
Excellence in Nonfiction Winner (Bulk)	\$3,190	-----
Michael L Printz Award Winner Seals (Bulk)	\$4,100	\$875
Michael L Printz Honor Seal (Bulk)	\$58,225	\$12,815
Outstanding Books for the College Bound	\$93	\$205
Practical Programming	\$168	\$232
Printz Gold Seals (24/pack)	\$926	\$896
Printz Silver Seals (24/pack)	\$1,186	\$1,329
Putting Teens First in Library (print)	\$8,912	\$4,075
Putting Teens First in Library (e-book)	\$148	\$50
Putting Teens First in Library (e-book/print bundle)	\$47	\$52
Teen Read Week and Teen Tech Week	\$327	\$378
Teen Services 101	\$2,517	\$3,142
The Complete Summer Reading Manual	\$186	\$80
Welcome to the Library CE Bundle	\$150	\$225
William C Morris Award Honor (Bulk)	\$4,775	\$3,960
William C Morris Award Seal (Bulk)	\$33,625	\$350
William C. Morris Award Honor (24/pack)	\$412	\$346
William C. Morris Award Seal (24/pack)	\$345	\$332
YALSA Nonfiction Award Finalist (24/pack)	\$305	\$335
YALSA Nonfiction Award Nominee (24/pack)	\$68	\$139
YALSA Nonfiction Award Winner (24/pack)	\$361	\$361
YALSA's 2015 Reads 4 Teens	-----	\$29

YALSA's Top Reads: Community & STEM Bundle	\$93	\$343
YALSA's Top Reads: Community Engagement	\$29	\$58
YALSA's Top Reads: STEM	-----	\$174
Young Adults Deserve the Best: Understanding Teen Behavior for a Positive Library Experience	\$718	\$996
Young Adults Deserve the Best: Strengthening Teen Services through Technology kit	\$490	\$397
Young Adults Deserve the Best: Understanding Teen Behavior for a Positive Library Experience digital download	\$225	\$475
Young Adults Deserve the Best: Strengthening Teen Services through Technology kit digital download	\$175	\$406

ALA Editions		
TITLE	FY18 YTD*	FY17*
Answering Teens' Tough Questions	\$39	\$93
Being A Teen Lib Services Advocate	\$12	\$103
Evaluating Teen Services	\$771	\$1,204
Evaluating Teen Services (e-book)		\$46
Hit List for Young Adults	\$91	\$12
Intellectual Freedom for Teens (e-book)		\$27
Intellectual Freedom for Teens	\$247	\$709
More Outstanding Books for The College Bound	\$4	\$84
Multicultural Programs for Teens	\$176	\$302
Outstanding Books for the College Bound	\$755	\$638
Risky Business: Taking and (print)	-----	\$161
Risky Business: Taking and (e-book)	\$40	\$37
Young Adults Deserve the Best	\$472	\$350

*These numbers are total sales. Depending on the title, YALSA receives between 10 and 15% of the total sales in royalties

WEBSITE

- January – June 1, 2018: 706, 274 pageviews compared to January – June 2017: 780, 176 pageviews
- The Teen Tech Week™ site currently boasts 6,046, members.
- The Teen Read Week™ site currently has 5,833 members.
- The Summer Reading & Learning site currently has 988 members.

ALA CONNECT

- ALA Connect launched on May 10
- Design and content preparations were discussed and handled primarily by Anna Lam and Beth Yoke.

- Anna Lam and Letitia Smith also attended trainings to learn about the management backend of the platform.
- Current stats for the YALSA members group on ALA Connect are as follows:
 - There are a total of 4,358 members in the group
 - Only 93 members have filled out their bio (the report doesn't say specifically how much of their bio has been completed)
 - 673 members have uploaded a photo to their profile

New Data Protection Regulation for European Union Residents

The European Union has instituted a new data protection regulation called the General Data Protection Regulation (GDPR) that went into effect on May 25. ALA is currently undergoing various steps to comply with the new regulation. YALSA is currently playing its part in the compliance by updating all its active forms to include language that clearly explains the collection and use of member data, while also providing a link to ALA's updated privacy policy. Other actions that involve contacting websites or services that YALSA uses to gather or store member/user data for data and website hosting information, is also currently underway. That information will be available to members on the [Web Hosting & Data Processing Service Providers](#) page.

Later in 2018:

- A discussion about a new publication revolving around the new competencies is underway.