

**YALSA Board of Directors Meeting
ALA Midwinter Conference, Denver
February 9-12**

Topic: Communications Report

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

Action Required: Information

MARKETING/ADVERTISING

- Marketing efforts between Annual 2017 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.
- Ad space in the Ohio Library Council Convention Program book was purchased to promote the Putting Teens First publication. An ad promoting the 2018 symposium will be placed in the Oregon Library Conference program book.
- As of January 16, YALSA has 42,200 followers on Twitter and 14,274 likes on Facebook.

PERIODICALS

- *YALS* has 164 subscribers. Starting with the Spring 2018 issue, *YALS* will go all digital.
- The *YALSA eNews* is distributed weekly. For 2017, the average open rate was 24% with an average open rate of 4.3%.
- The Hub: Between June- December 2017, *The Hub* has had over 214,370 page views, while in 2016, there were 253,378 page views.
- YALSAblog: Between June- December 2017, the YALSAblog has had over 86,411 page views, while in 2016, there were 83,473.
- *Journal of Research on Libraries and Young Adults (JRLYA)* published a new volume with two new issues:

- Vol. 8 Number 1: July 2017
 - [Dreaming in Color: Identifying Race and Ethnicity in YA Speculative Fiction Reviews](#)
 - [Provide the Highest Level of Service: Public Library Collections of LGBTQ* Materials for Adolescents in the United States](#)
 - [Understanding Empathetic Services: The Role of Empathy in Everyday Library Work](#)
- Vol. 8 Number 2: December 2017
 - [Drawing Queerness: Evaluating Notable LGBTQ Graphic Novels for Teens](#)
 - [Patterns in Multicultural Young Adults Novels about Persian Culture](#)

PUBLIC RELATIONS

- Since Annual 2017, YALSA has issued 20 press releases on topics such as YALSA book awards and lists, member awards and grants, Future Ready project, publications, summer learning, Teen Read Week™, Teens’ Top Ten, Teen Tech Week™, Teen Programming HQ, YALSA’s YA Services Symposium, and more.

PUBLICATIONS & PRODUCTS

- Since Annual 2017, YALSA has published one new print publication, *Putting Teens First in Library Services: A Road Map*.

PUBLICATION SALES

YALSA Self Publications	2017	2016
Cool Teen Programs for Under	\$168	\$314
Excellence in Library Services	\$25	\$113
Hands-On Learning and the Library Professional Learning Bundle (Individual)	\$300	---
Outstanding Books for the	\$205	\$308
Practical Programming: The	\$232	\$266
Putting Teens First in Library	\$4,075	---
Putting Teens First in Library bundle	\$52	---
Putting Teens First in Library (e-Editions)	\$50	---
Teen Read Week and Teen Tech	\$378	\$578
Teen Services 101: A Practical	\$3,142	\$4,201
The Complete Summer Reading	\$80	\$112
Welcome to the Library: Professional Learning Bundle (Individual)	\$225	---
YALSA's 2015 Reads 4 Teens	\$29	\$516
YALSA's Top Reads: Bundle	\$343	---
YALSA's Top Reads: Community Engagement	\$58	---
YALSA's Top Reads: STEM and Making	\$174	---

Young Adults Deserve the Best: Strengthening Teen Services	\$397	---
Young Adults Deserve the Best: Strengthening Teen Services digital download	\$406	\$158
Young Adults Deserve the Best: Understanding Teen Behavior digital download	\$475	---
Young Adults Deserve the Best: Understanding Teen Behavior	\$996	\$179
Young Adults Deserve the Best:	\$23	---
Young Adults Deserve the Best:	\$22	---

YALSA Publications by ALA Editions	2017	2016
ANSWERING TEENS' TOUGH	\$143	\$182.60
BEING A TEEN LIB SERVICES	\$159	\$136.45
Being a Teen Library Services	\$2	\$73.58
BEST BOOKS FOR YOUNG ADULTS	(\$35)	\$41.69
EVALUATING TEEN SERVICES &	\$1,485	\$2,722.73
Evaluating Teen Services and	\$46	\$117.81
HIT LIST FOR YOUNG ADULTS 2:	\$24	\$63.39
Intellectual Freedom for (e-Editions)	\$27	\$477.56
Intellectual Freedom for Teens	\$887	\$2,679.27
MORE OUTSTANDING BOOKS FOR THE	\$84	\$169.68
Multicultural Programs for	\$329	\$140.76
Multicultural Programs for (e-Editions)	---	\$51.47
OUTSTANDING BOOKS COLLEGE BOUN	\$2	\$1.71
Outstanding Books for the	\$732	\$811.88
Outstanding Books for the (e-Editions)	---	\$169.62
Quick and Popular Reads for	\$11	\$90.54
Risky Business: Taking and	\$180	---
Risky Business: Taking and (e-Editions)	\$37	\$24.28
Sizzling Summer Reading Progs.	\$7	\$7.09
Young Adults Deserve the Best	\$382	\$208.63
Young Adults Deserve the Best (e-Editions)	---	\$104.33

*these are total sales. YALSA receives a 10 – 12% royalty on the publication, depending on the title

WEBSITE

- June 2017 – January 1: **941,112 pageviews** compared to June 2016 – January 1: **1,108,536 pageviews**
- January – June 2017: **786,651 pageviews** compared to January – June 1, 2016: **980,679 pageviews**
- The Teen Tech Week™ site currently boasts 5,519 members.

- The Teen Read Week™ site currently has 5,654 members.
- The Summer Reading & Learning site currently has 963 members.

Later in 2018:

- Currently, a revision of YALSA's *The Complete Summer Learning Program Manual* is underway and slated for publication in late Spring or early Summer of 2018.