

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

Topic: Communications Update

Background: A communications report is provided below with information about communications-related projects since Midwinter 2015. The report includes information about publications, which is a key revenue stream for YALSA.

Action Required: Information

MARKETING

- Marketing efforts between Midwinter 2015 and now have focused on YALSA's awards and booklists, promoting webinars and online courses, YALSA publications, Teen Read Week™, Teen Tech Week™, Summer Reading/Learning, Dollar General Literacy Foundation grants, and more.
- In conjunction with AASL and ALSC, YALSA participated in the annual Joint Youth Division Annual Conference promotional drive, issuing email blasts three times to all youth division members.
- Ad space has been purchased in SLJ's Extra Helping's July and August issues to promote Dollar General grant related resources as well as the YA Services Symposium.
- YALSA now has 31,048+ followers on Twitter and 10,600+ likes on Facebook.

PERIODICALS

- The *YALSA E-News* is distributed weekly and has an average open rate of 30.67% (approximately 1,683 readers) with an average click through rate of 5.8%.
- Allison Tran, teen services librarian at Mission Viejo (Calif.) Library, will not be renewing her term as member manager. A new member manager is currently being sought after Allison's term ends August 15, 2015. Between January 2015 and May 2015, *The Hub* has had 185,287 page views with a monthly average of about 37,000.
 - Beginning in August, The Hub will expand its focus to materials of all kinds for teen library collections, including but not limited to books, graphic novels, graphic nonfiction, comics, periodicals, visual and audio media, digital resources and more.

- Crystle Martin, postdoctoral research associate at the University of California, Irvine has renewed her contract and will continue to act as member manager of the YALSAblog until April 2016. Between January 2015 and May 2015, the YALSAblog has had over 62,000 page views with a monthly average of about 12,500.
- Three new, open access issues of the *Journal of Research on Libraries and Young Adults (JRLYA)* were published:
 - Volume 6: April 2015: Selected Papers from the 2014 YALSA Young Adult Literature Symposium
 - You Are What You Read: Young Adult Literacy and Identity in Rural America
 - The Real Deal: Teen Characters with Autism in YA Novels
 - Volume 6: March 2015: The Future of Library Services for and with Teens
 - The Impact of Assigned Reading on Reading Pleasure in Young Adults
 - Connected Learning, Librarians, and Connecting Youth Interest
 - Volume 5: January 2015: Eliza Dresang Memorial
 - Eliza Dresang and the Boy Who Lived
 - Looking at Kim Dong Hwa’s Color Trilogy through the Prism of Radical Change
 - Putting Youth First: The Radical Eliza T. Dresang
 - Radical Change Theory: Framework for Empowering Digital Youth
- YALSA named the winners of its annual YALSA Writing Awards, with members winning prizes. The winners are:
 - Shari Lee for best article in *The Journal of Research on Libraries and Young Adults*: “Beyond Books, Nooks and Dirty Looks: The History and Evolution of Library Services to Teens in the United States” Vol. 4 (May, 2014).
 - Jaina Shaw for best blog post on the YALSA Blog between Dec. 1, 2013, and Nov. 30, 2014: “Robotics for the Rest of Us.”
 - Anna Tschetter for best post on YALSA’s young adult literature blog, The Hub between Dec. 1, 2013, and Nov. 30, 2014: “Books for Boys that Aren’t ‘Books for Boys.’”
 - Sarah Ludwig for best article in *Young Adult Library Services*: “Everyone Deserves a Place in the Library” Vol. 12 (2) Winter 2014.

PUBLIC RELATIONS

- Since Midwinter 2015, YALSA has issued 36 press releases on topics such as YALSA member awards and grants, YALSA’s 2015 awards and booklists, Teen Read Week, the Teens’ Top Ten, Teen Tech Week, YALSA’s YA Services Symposium, National Library Legislative Day, summer reading, publications, and more.

PUBLICATIONS

- YALSA published *Teen Services 101: A Practical Guide for Busy Library Staff* in January of 2015.

- YALSA published a 2015 edition of the Reads 4 Teens recommended reading list for teen patrons as a digital download in May 2015. Reads 4 Teens is a collection of the best in the latest teen literature and includes 32 customizable pamphlets and 4 bookmarks, each featuring a different theme or genre.
- With the new Publications Advisory Board Committee, YALSA will be tasking them to review YALSAblog posts to determine whether there is enough content about a Futures Report related topic to create a publication around. The idea is similar to YALSA’s *Teen Read Week™* and *Teen Tech Week™* *Tips and Resources for YALSA’s Initiative* publication, which was a compilation of YALS articles about the two initiatives.

PUBLICATION SALES (from Sept. through May)

YALSA Self Publications (100% of revenue goes to YALSA)	FY15 Net Sales	FY14 Net Sales
Young Adults Deserve the Best:	\$378	\$2,726
Young Adults Deserve the Best:	\$525	\$175
Young Adults Deserve the Best:	\$199	\$3,483
Young Adults Deserve the Best:	\$-	\$525
YALSA's 2013 Reads 4 Teens	\$-	\$1,827
YALSA's 2014 Reads 4 Teens	\$1,363	\$1,305
YALSA's 2015 Reads 4 Teens	\$841	\$-
Outstanding Books for the	\$855	\$646
Excellence in Library Services	\$170	\$193
Cool Teen Programs for Under	\$844	\$1,409
Teen Read Week and Teen Tech	\$746	\$2,347
The Complete Summer Reading	\$560	\$782
Practical Programming: The	\$560	\$4,400
Teen Services 101: A Practical	\$6,258	\$-
Teen Service 101 e-book	\$126	\$-
Teen Services 101 print/e-book bundle	\$75	\$-
Total net sales	\$13,499	\$19,817

YALSA Publications by ALA Editions (YALSA gets a royalty of approx. 10%)	FY15 Net Sales to ALA	FY14 Net Sales to ALA
Multicultural Programs for Tweens and Teens	\$1,007	\$1,130
Multicultural Programs for Tweens and Teens--e-book	\$-	\$-
Multicultural Programs for Tweens and Teens--print/e-book Bundle	\$-	\$-
Risky Business: Taking and Managing Risks in Library Services for Teens	\$555	\$194

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Risky Business: Taking and Managing Risks in Library Services for Teens--eEditions e-book	\$ -	
Risky Business: Taking and Managing Risks in Library Services for Teens—print/e-book Bundle	\$ -	
Best Books for Young Adults, 3rd Ed	\$230	\$156
Quick and Popular Reads for Teens	\$ 608.42	\$175
Hit List for Young Adults 2: Frequently Challenged Books	\$268	\$102
Sizzling Summer Reading Programs for Young Adults	\$103	\$9
Young Adults Deserve the Best: YALSA's Competencies in Action	\$1,692	\$991
Young Adults Deserve the Best: YALSA's Competencies in Action--eEditions e-book	\$30	\$ -
Young Adults Deserve the Best: YALSA's Competencies in Action--print/e-book Bundle	\$56	\$ -
More Outstanding Books for the College Bound	\$150	\$292
Outstanding Books for the College Bound	\$5,411	\$2,154
Outstanding Books for the College Bound--eEditions e-book	\$72	\$ -
Outstanding Books for the College Bound--print/e-book Bundle	\$177	\$59
Being a Teen Library Services Advocate	\$1,111	\$222
Being a Teen Library Services Advocate--eEditions e-book	\$ -	\$ -
Being a Teen Library Services Advocate--print/e-book Bundle	\$ 58.00	\$ -
Evaluating Teen Services and Programs	\$1,761	\$2,125
Evaluating Teen Services and Programs--eEditions e-book	\$ -	\$80
Evaluating Teen Services and Programs--print/e-book Bundle	\$ 116.00	\$58
Answering Teens' Tough Questions	\$1,076	\$533
Answering Teens' Tough Questions-eEditions e-book	\$ -	\$ -
Answering Teens' Tough Questions-print/e-book bundle	\$ -	\$ -
Intellectual Freedom for Teens	\$ -	\$11,027
Intellectual Freedom for Teens--e-book	\$ -	\$ -
Intellectual Freedom for Teens--print/e-book bundle	\$ -	\$ -
Total net sales	\$14,481	\$19,307

WEBSITE

- Since January 2015, the YALSA website has had 1,112,577 page views.
- The Teen Tech Week™ website currently boasts 3,170 registrants, surpassing the registrant amount of 2,330 since Midwinter.

- In the spring changes were made to the YALSA homepage in order to incorporate newer YALSA resources and initiatives. An “Act 4 Teens” link was added to the left menu, and a button was added to the top of the page with a drop down menu featuring “Related Sites,” which include the Summer Learning site, the Act 4 Teens page, JRLYA and more. Content is being transitioned from the blog space that *YALS* has been using to the main YALSA site. In an effort to make content more easily findable, *YALS* will post content to the YALSAblog beginning with the summer issue
- The Teen Read Week™ site currently boasts 3,703 members, with more expected as Teen Read Week draws closer.
- The Summer Reading & Learning site currently has 843 members, which is a slight increase since Midwinter.