

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

Topic: Dollar General Grant Update

Background: YALSA received a fifth round of funding from the Dollar General Literacy Foundation, which is supporting 2015 summer reading/learning, Teens’ Top Ten, Teen Book Finder App and Teen Read Week™ efforts. The overall goal of this grant program is to provide financial support, resources and training to members to help them implement literacy focused efforts for and with the teens in their community. YALSA was invited to apply for a sixth round of funding for 2016, and an application was submitted in May. As part of the grant project, YALSA has hired a part time person, Emily Weeden, to support grant funded efforts. She has provided a report below.

Action Required: Information

TEEN READ WEEK (www.ala.org/teenread)

Overview:

The Teen Read Week site went ‘live’ for 2015 on April 16, 2015. The theme for this year is Get Away @ your library and it will be celebrated Oct. 18 – 24.

Online Community Members

This year, we decided not to purge the entire list of members. Comparing the numbers from the conclusion of TRW last year till now, we’ve had **201** new members join. Currently, we are at approximately **3,710** members.

Google Analytics (April 17 – May 31)

Page views: **12,607** (Note: Repeated views of a single page are counted)

Pages with the most views:

- Landing page: ~ **4,300**
- TRW Activity Grant: **1,190**
- Activity Ideas: **433**
- Grants: **716**
- Planning page: **298**

Sessions (A session is the period time a user is actively engaged with your website)

- Total sessions: **7,126**
- New visitors: **5,598** (An estimate of the percentage of first time visits):
- Returning visitors: **1,528**

Teen Read Week Grant

Overview:

In the past, the TRW grant has had fewer applicants than other YALSA grants. In efforts to increase the amount of interest and applicants, we increased and expanded our outreach efforts through Facebook, Twitter, Listservs, and even targeted our messaging specifically at current registrants of the TRW website. In the past, we sent out e-blasts to the registrants through the site’s “Message Broadcast” functionality. This time around, we targeted the registrants not only through the site, but also through traditional email. This way, registrants are able to directly reply if they have any concerns or questions about the grant.

- 2013: **17** applicants
- 2014: **62** applicants
- 2015: **58** applicants

TEENS’ TOP TEN (www.ala.org/teenstopten)

In April, YALSA announced the 2015 Teens’ Top Ten (TTT) nominations. TTT voting begins August 15 and ends October 24. The 24 featured titles were published between Jan. 1, 2014 and Dec. 31, 2014 and can be found on the TTT website. The votes will determine the 2015 Teens’ Top Ten titles. The official top ten titles will be announced after Teen Read Week™, which takes place October 18-24, 2015.

TTT Tumblr

The TTT tumblr page is a resource targeted (mostly) at teens. It is a social platform where images, gifs, and videos are shared via the “reblog” button to “followers” who are essentially subscribers to the page. Since its creation last May, the TTT tumblr page currently has **1,256** followers- an increase of **576** followers since last year.

Many libraries also now have tumblr pages, many of which do follow our own. This is a simple and casual way to connect and share information with libraries. For instance, announcing the TTT finalists, nominees, etc.

2015 TTT Book Giveaway

A set of the 2015 TTT nominees were given away to 60 recipients through grant funds from DGLF. This grant usually proves to be the most popular amongst all the literacy related grants offered by YALSA.

- 2013: 136 applications
- 2014: 135 applications
- 2015: 96 applications

SUMMER READING & LEARNING (<http://summerreading.site.com/>)

Overview:

The Summer Reading & Learning site is a platform where library staff and others can share and utilize resources related to summer reading and learning programs. The site is also where the links to the Summer Reading Resources Grant applications can be found.

Google Analytics (January 1, 2015 – May 31, 2015)

Page views: **10,997**

Pages with the most views:

- Landing page: **2,840**
- Summer Reading Grants: **2,410**
- Recommended Reading: **373**
- Book lists: **187**
- Teen Book Finder App: **407**
- Marketing & Promotion page: **325**

Sessions (A session is the period time a user is actively engaged with your website):

- Total sessions: **6,580**
- New visitor: **5,510**
- Returning visitors: **1,070**

Summer Reading Resources Grants

As of last year, we are utilizing the Summer Reading & Learning site to host the forum spaces for the grantees. In previous years, ALA Connect was used. However, based on feedback we received from last year's grantees, they did not utilize it much because it was a separate and different entity, thus resulting in them forgetting to log in and share updates. Hosting the forum spaces on the site instead has so far proved to be a positive change. There has been a fair amount of activity and has received many views from not only the grantees, but also the registrants on the site.

TEEN BOOK FINDER APP

- YALSA's iPhone app, the Teen Book Finder has had over 8,000 downloads through the Apple App Store since January 2015. The 2015 YALSA book list and award winning titles have been added to the app.
- The Android version of the Teen Book Finder app has had over 950 downloads through Google Play since January 2015 and boasts over 2,500 downloads since its release in August of 2014. The 2015 YALSA book list and award winning titles have also been added to the app.

TRAINING

Pre-Conference

At the 2015 ALA Annual Conference, YALSA is hosting a free preconference called "Diversity Goggles: Examining the Literacy Development of Black & Latino Youth from Critical Multicultural Perspectives." This is being funded by the grant. Dr. Kafi Kumasi and Dr. Sandra Hughes-Hassell led the planning of this event, and the goal is to make all of the resources publicly available via the YALSA site after Annual is over. This half-day workshop will examine how teen services professionals can better support the literacy development of youth of color through library programs and services. Participants will use "diversity goggles," provided by the presenters, as a tool to examine librarian perspectives and practices towards Black and Latino youth, with the goal of improving their understanding of how to better meet the needs of these youth. The workshop will feature a panel of YA authors whose work speaks to Black and Latino youth experiences. These authors will not only discuss their work, but will also engage in the broader conversation

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concerning ways to better support Black and Latino youth through libraries. Authors who will be participating include: Kekla Magoon, Christopher Myers, and Adam Silvera.

Webinars

Teen Read Week and Summer Reading/Learning webinars have been offered, with funding support from Dollar General, and are freely available via the TRW and SRP sites.

- SRP webinars:
 - Interns are Staff, too!
 - Spice up a Program with a Dash of Literacy
- TRW webinar: Build Your Budget