

Fall Executive Committee Meeting
October 26-27, 2012, Chicago

Topic: Grant Funded Projects Update

Background: YALSA currently has three grant funded projects running, as well as a proposal out for a possible fourth. The Executive Director has provided a brief update on them below.

Action Required: Information

Badges for Librarians: with \$75,000 in funds from Digital Media & Learning, YALSA is developing digital badges as a new means of delivering continuing education to its members and to the library community. Continuing education is critically important in the field of librarianship, due to the constantly changing nature of information technologies and the fact that libraries are seeing a fundamental shift from being content providers to also assisting patrons with using, creating and sharing content. The physical badges are nearly complete, all of the curriculum behind the badges is complete and work is focusing now on building the web site and back end that will support the badges. Linda Braun is the Project Manager and Eve Gaus is the Project Coordinator on the staff side.

Summer Reading & Teen Read Week: the Dollar General Literacy Foundation has provided \$119,000 to support YALSA's efforts around these two reading programs. YALSA will use the majority of the funds to distribute mini grants to libraries, but will also use the funds to upgrade/update the Teen Book Finder app and expand resources for the Teens' Top Ten and the libraries and teen book groups who participate in developing the list of nominees. The Project Director is Beth Yoke and funds will be used to hire an intern to assist with tasks related to this project.

National Forum on Libraries & Teens: with \$99,939 from the Institute of Museum & Library Services (IMLS) YALSA will implement a year-long effort that will bring together key stakeholders from the areas of libraries, education, technology, adolescent development and the for-profit and nonprofit sectors to explore the world of young adults and library services to this population, and ultimately produce a white paper which will provide direction on how libraries need to adapt and potentially change to better meet the needs of 21st century teens. Maureen Sullivan will facilitate the face-to-face Summit, Linda Braun will facilitate the virtual sessions, and FSU's PALM Center will evaluate the project. The Project Director is Beth Yoke.

Best Buy Donation Program: In August YALSA was invited to submit a proposal to Best Buy to manage a donation program they want to implement through libraries. The proposal follows on the next page:

Best Buy & YALSA Grand Opening Donation Program

I. Program Implementation

- 1) **Identify Local Affiliate:** [YALSA](#) will use its member database and connections with state library organizations to identify the local school or public library that is the best fit for the program, and will also identify a library staff person to serve as the library's contact.
 - a) Ideally one or more YALSA members will be on the staff of the selected library.
 - b) In libraries without YALSA members, YALSA will vet the library via the [Teen Services Program Evaluation Tool](#) to ensure it meets basic standards for serving teens via libraries.
- 2) **Prepare Affiliate:** In its liaison role, YALSA will prepare each local library for partner and PR activities and provide assistance with helping libraries tailor digital library services for the teens in their community
 - a) **Training:** donation recipients will go through a minimum of two hours' formal training, delivered through YALSA's established continuing education channels, such as the Adobe Connect webinar platform. YALSA's existing trainers, with proven expertise in teen services and experience delivering education to adults, will deliver high quality training.
 - b) **Support:** YALSA will set up an online community for donation recipients to receive support from mentors/facilitators and interact with fellow donation recipients to share knowledge and best practices, including those relating to digital library services to teens, PR, and utilizing volunteers from the corporate sector. The community can be created in [ALA Connect](#), the social networking space for [American Library Association](#) (ALA) members.
- 3) **Celebrate & Promote**
 - a) **Nationally:** YALSA will provide PR assistance for larger focus markets, as needed, via its existing communications channels, including its [web site](#), [Twitter](#) account and [Facebook page](#). YALSA's Manager of Communications will work with Best Buy staff to prepare and disseminate press releases. YALSA will promote the program via events such as ALA's national conferences. The partnership between Best Buy and YALSA can be announced at YALSA's [Symposium](#) Nov. 2 – 4, 2012.
 - b) **Locally:** YALSA will work with grantees to ensure visibility for Best Buy via local celebrations, corporate volunteer opportunities, signage and credits in PR materials, as appropriate based on local library policy.

II. Administration

1) Oversight

- a) YALSA proposes creating a part time position to ensure day to day operations of the program are handled in a timely and efficient manner and that donation recipients receive adequate support. The individual can also maintain a co-branded web presence for the partnership.
- b) YALSA will use Memorandums of Understanding with each local library to ensure adequate participation in the program, including training and generating local PR.

- c) YALSA will distribute reports to Best Buy twice annually with information regarding the oversight and impact of the program.

2) Finances

- a) It is estimated that a rate of 12% overhead will enable YALSA to effectively manage the program and ensure its success.
- b) Financial management will be provided by YALSA's Executive Director to ensure all funds are appropriately dispersed.