

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Atlanta  
January 20 – 24, 2017**

**Topic:** Teen Programming HQ report for Midwinter

**Background:** Angela Viezaga, the Member Manager of the Teen Programming HQ, has provided the Board with a semi-annual report. The purpose of the site is to provide a place for library staff to find and share library programs for teens, as well as to connect with others who plan, implement and evaluate teen programs. Programs featured on this site are those that align with the standards in YALSA's [Teen Programming Guidelines](#).

**Action Required:** Consent

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### **Information and Statistics**

- Member Manager chosen in November: Angela Veizaga
- 2 Content Experts have decided to continue to serve for an additional year: Nancy Evans and Kelly Czarnecki. A search is currently being made recruit four more experts who will begin their posts on January 2016.
- Since the opening of the HQ a total of 1,294 users have created accounts to use the website.
- There are a total of 45 programs on the HQ since launch.
- Submissions of programs continues to be slow, with resurgence when there is a contest. The last contest was in October where we gave away Makey Makey kits. Users were able
- to win the prize by submitting programs as well as contributing to the Q&A section. While we received a total of 38 submissions for the contest and 8 contributions to the Q&A, many of the submissions were not up to the standards of programs we wish to be submitted to the HQ.

### **Next Steps for the HQ**

- The search for new Content Experts will hopefully be complete. We are searching for experts with knowledge in all fields but specifically, STEAM, school libraries, ESL, outreach, or community partnership, as these seem to be themes that are appearing in the Q&A.
- One of the biggest struggle has been recruit members to enter programs to the HQ, therefore, Content Experts and the Member Manager's top priority for this upcoming year will be to market the HQ to the public, by doing the following:

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- Content Experts and the Member Manager will use social media to raise awareness for resources, to call for new content and to thank those whose programs are approved and accepted into the HQ.
- Preparing a monthly calendar of events that happen throughout the year, in order to send out a call for content to be provided for the site.
- Use the Q&A to ask more questions about the monthly theme or to engage the visitors of the site.
- Member Manager will speak to blog managers to explore ways the blogs could promote the HQ.
- The goal is to create a community within the HQ with the members and content experts.
- Finding the capability for Member Manager to send out emails to all members as reminders for different monthly themes.
- Creating an FAQ page that would guide members on the type of content that is desired for the site. Could include tips to help members prepare for when they start to fill out the form to submit their programs. This could allow members to have an understanding of the content we need and to be more in depth with their submissions.
  - Using the FAQ page to showcase programs that are already on the website that are good examples to follow.