

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

**Topic:** Confirmation of Updated Mission for The Hub

**Background:** Chris Shoemaker and Beth Yoke presented the following proposal for the Board's consideration in the spring of 2015. On April 14<sup>th</sup> YALSA's Board voted to update the mission and tagline of the Hub in order to better align it with YALSA's report, "The Future of Library Services for and with Teens: a Call to Action." Including the item as a part of this meeting simply ensures it will be entered into the official record of the association.

**Action Required:** Consent

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**Proposal:**

Update the mission and tag line of the Hub to better align it with the recommendations in the Futures Report.

**Rationale:**

- When Fabulous Films was sunsetted, the Board's vision was for film reviews and recommendations to move to the Hub; however, this did not happen in any comprehensive way. This could be because the Hub's mission is still YA Literature focused and potential bloggers interested in film do not see an opportunity to participate. It may also be related to the fact that the current blog manager and advisory board were recruited based on YA literature experience, and not on film/visual medium experience
- Broadening the scope of the Hub will create new virtual engagement opportunities for members who may not currently see opportunities aligned to their interests being offered by YALSA
- The Futures Report talks about the need for libraries to tailor collections so that they meet the unique needs of their communities, yet that message is not prominent on the Hub at this time
- The Report also calls on library staff to think more broadly about collections and to incorporate resources beyond the traditional print medium. The Hub is primarily focused on traditional print books at this time
- Broadening the scope of the Hub to be focused about collections rather than just YA literature will meet a need of YALSA members who are striving to update their collections in order to better meet the needs of today's teens
- The proposed new mission statement for the Hub mirrors the format of the YALSAblog's mission statement. Having similarly structured mission statements creates consistency across YALSA resources The mission statement has never been updated in the five years of the blog's existence

**Current Mission Statement**

The mission of *The Hub: Your Connection to Teen Reads* is to provide a one-stop-shop for finding information about teen reads, including recommendations for great teen reads, information about YALSA lists and awards, book trailers and other book-related videos, and best of the best lists.

**Proposed New Mission Statement**

The mission of *The Hub: Your Teen Collections Resource* is to provide a one-stop-shop for finding information about 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. The Hub provides timely information about emerging and new practices for evaluating, selecting and curating materials; raises awareness about appropriate YALSA tools to facilitate innovation in teen collections; and provides resources for members and the library community to support their efforts to continuously improve their teen collection.

**Proposed Action:**

The Board adopt the new mission statement as presented, and direct the Executive Director to work with staff to update the mission online and create a new tagline that reflects the new mission statement.

**Additional Resources:**

- The Hub: [www.yalsa.ala.org/thehub/](http://www.yalsa.ala.org/thehub/)
- The Futures Report: [www.ala.org/yaforum/project-report](http://www.ala.org/yaforum/project-report)
- YALSAblog Mission Statement: <http://yalsa.ala.org/blog/about/>