

**YALSA Board of Directors Meeting
ALA Annual Conference, Las Vegas
June 21 – July 1, 2014**

Topic: Incentives for Members to Implement Futures Recommendations

Background: With the release of the Future of Library Services for and with Teens: A Call to Action report, there is a need to provide members with support and incentives so that they can begin to implement the recommendations called for in the report. Sarah Sogigian has provided some information below for the Board’s consideration

Action Required: Discussion

Overview

“The Future of Library Services for and with Teens: A Call to Action” report represents a much needed resource to address how libraries can address the challenges and to improve service to this population. The report was released in January 2014.

Since the release of the report, YALSA has done an excellent job of promoting the release via press release, email messages, social media messages, and webinars. Promotion has reached beyond our organization’s membership. However, there is a need to create incentives and tools that will assist our members in implementing this report locally. The intent is that these items will help our members embrace the report and take the plunge into making the changes called for in the document.

Proposal and Rationale

This document proposes some ideas and tools YALSA can create to provide our members with the tools they need to use this report. YALSA members will be empowered to advocate for their teens and re-envision teen services, while using this important document.

This section provides tasks YALSA staff is currently working on, as well as ideas for low cost and high cost tools:

The Future of Teens and Libraries Taskforce are currently addressing the following

1. Traditional promotions e.g. email blasts, article placements, online discussion and trainings, infographics.
2. The creation of talking points, align the report with current YALSA resources, and promotion beyond the library community.

3. Encourage state leaders to present a program at their local conferences or as a continuing education opportunity using the report.

Additional Suggestions that are low cost

Marketing Tools

1. The creation of bookmarks that can be printed on demand by library workers. These bookmarks should include a link to the report, and possibly a QR Code that links to the report. Offer the bookmarks in an editable format, so a library can add a quote from a local teen to help support the promotion. If there are funds available, have some bookmarks preprinted that can be sent to members who request them.
2. The creation of a social media buttons that link to the report. Members can place the button on their websites and social media sites.
3. The creation of t-shirts with a catchy slogan or quote may be worn during Town Meetings/committee meetings to promote the importance of the report and services to teens.
4. Encourage members to share stories and examples of how they're embracing the report and implementing the recommendations. Ask them to include their success stories, as well as moments they have learned from. YALSA spaces are safe spaces for discussion.
 - a. Create a social media initiative that asks YALSA members "What's in Your Kitchen?" and have members send in programs and services that they are doing that support the report initiatives. This will take some planning, possibly a task force.
 - b. Leverage the YALSAblog and its readers to reach out to the audience. Identify one week (maybe two, if this is in the summer months), where the members can "take over" the blog to share their stories and positive examples. Promote the week(s) via YALSA website/emails/social media well in advance. Identify a few members to help with initial posts. Encourage members to share positive experiences as well as experiences we can all learn from' this is a "safe space" for learning. YALSA staff can identify a few unique ideas for possible follow up, i.e. creating a webinar event and ask those individuals to participate and expand on their promotions. Posts can be narratives, pictures, documents, and videos.
 - c. Create an Animoto video using pictures and quotes from members to promote the report. The video can then be shared and used by the YALSA membership on library websites and social media.
 - d. Ask members to share stories directly with YALSA's communications staff, to be used for YALSA promotional needs.

Suggestions where funding will be needed

Marketing Tools

1. Preprint bookmarks and have them available to members on request. Promote by reminding members that they are available for use when advocating for teen services on the local level.
2. Compile items into a toolkit that advocates can use to promote the report and its findings (include presentations, talking points, infographics, and copies of the report...pulling all promotional materials into one kit that can be downloaded from the web.

Incentives

1. Prepare a list of existing funding opportunities, where our members can go to seek funding for report initiatives.
3. Create a grant opportunity for YALSA members to implement some of the grant initiatives. Investigate working with the ALA Chapter Relations Office to partner with ALA Accredited Graduate School Programs. Grant recipients will receive a stipend to create a new initiative based on grant findings in their library for teens. Additionally, the partnership will allow them to identify a graduate student that will act as an intern for their program, assisting with program planning and execution. Possible funding partners: YALSA's Leadership Endowment, or adapting the ABC-CLIO/Greenwood/YALSA Service to Young Adults Achievement Award, The Starbucks Foundation's Youth Leadership Grants (<http://globalassets.starbucks.com/assets/a7d6102370814542a90dd8c7442b5fa4.pdf>).
4. Create a grant opportunity to support the report's implementation recommendation, the whole library/whole school approach to planning, delivering, and evaluating teen services. The grant will award one library that used the YALSA curriculum kits to train staff in the whole library/whole school approach. The winning library will receive \$5000.00 to support the creation of programs that support the report's initiatives but that benefits multi age groups. Examples: the creation of a program that allows teens to learn and then teach much needed technology skills to seniors, one book, one community programs, multi-age game nights, story times. Possible funding opportunity: Verizon Foundation Grant, (<http://www.verizonfoundation.org/grants/guidelines/#Eligibility%20Requirements>) National Youth Leadership Council (<http://www.nylc.org/whatwedo/develop-young-leaders>)
5. Create an Award for members who have implemented the recommendations in the report. Create a Taskforce or Committee to administer the award. Accept, via online form, nominations and self-nominations. Choose one winner monthly (or every other month). The winner can be interviewed via email by the YALSA Blog manager or other designate, and have the interview posted on the blog. YALSA will acknowledge the winner with a letter to his/her supervisor and a printed certificate. Create and include a ribbon that can be attached to their name badge at conferences, so that they can promote themselves at local and national professional events. , YALSA will also post announcements on our listservs and social media At the end of the year, the

taskforce/committee chooses one grand winner based on merit to win a stipend to attend the next YALSA Lit Symposium. Possible funding opportunities: Friends of YALSA, YALSA's Leadership Endowment.

Possible Next Steps

1. Direct staff to create bookmarks and other promotional materials, and share with the membership. Compile materials into a toolkit; investigate charging for the materials, or offering for free.
2. Direct the Futures Taskforce to organize the collection of stories and ideas from the membership. Taskforce can also create a recommended book and media list of titles that support the report and a list of potential funding opportunities for members.
3. Direct the Board Standing Committee on Capacity Building to investigate grant and award options.
4. Other?

Additional Resources

Report Press Release:

www.ala.org/news/press-releases/2014/01/yalsa-s-new-report-call-action-library-community-meet-needs-21st-century

Project Report Website:

www.ala.org/yaforum/future-library-services-and-teens-project-report

The Starbucks Foundation's Youth Leadership Grants

<http://globalassets.starbucks.com/assets/a7d6102370814542a90dd8c7442b5fa4.pdf>

Verizon Foundation Grant

www.verzionfoundation.org/grants/guidelines/#Eligibility%20Requirements

National Youth Leadership Council

www.nylc.org/whatwedo/develop-young-leaders

Animoto

www.animoto.com