

**YALSA Board of Directors
Midwinter Meeting, Seattle
January 25 – 29, 2019**

Topic: 22x20 National Campaign

Background: 22x20 is a national campaign initiated by The Learning and Multimedia Project (LAMP) and CIRCLE, the Center for Information and Research on Civic Learning & Engagement. Targeting the 22 million teens who will be eligible to vote in their first presidential election in 2020, this initiative seeks to build media literacy and civic engagement.

Action Required: Action

Proposal

Establish a task force to create resources for members to leverage as YALSA's in-kind contribution to the 22x20 coalition.

Rationale

Targeting diverse youth voices, 22x20 supports concepts articulated in the Futures report. With a focus on media literacy, this campaign aspires to equip teens with the skills needed and provide them with the resources and space to understand, evaluate, and respond to political messages. By engaging teens early, before voting age, the campaign readies teen voices to participate in the democratic process and civic duties. It also encourages future and continued engagement. This campaign furthers YALSA's Teens First approach fostering teen growth in the following areas:

- Learning: demonstrate curiosity, develop social emotional skills, identify what they are passionate about.
 - Community: display an ability to communicate with others, show empathy and respect differences
 - Digital Citizenship: leverage digital tools to broaden their perspective, think critically about digital tools and their use.
- Literacies: Election information is disseminated through various modes. Teens must learn to navigate and interpret information with a critical eye.
- Leadership: display self confidence, inspire others in their own learning.

Additionally, this campaign complements YALSA's work around last year's presidential theme of youth activism. Content on the existing wiki can be leveraged to support 22x20.

Financial Implications

Staff resources will be used to establish the task force and promote developed resources. Member time will be used to curate and create resources.

Evaluation/Measuring Impact

Evaluation methods will be established by the task force depending on the developed resources. For example, short term impact can be measured using web analytics and click-through rates for any modes used to share the resources.

Alignment to Equity, Diversity and Inclusion Goals

Provides an opportunity for expanding member involvement that does not require conference attendance.

Partnering with LAMP and CIRCLE may lead to opportunities for YALSA to recruit diverse members.

The campaign's focus on nonpartisan literacy skills is in-line with YALSA's EDI plan.

Proposed Board Action

The board moves to direct the President to appoint a task force by February 2019 who will curate and create in-kind 22x20 National Campaign marketing materials and resources to be distributed through YALSA outlets.

Additional Information

22x20 website: <https://www.22x20.org/>

EDI Plan:

http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/BoardDoc_EDI%20Plan%20and%20Mission%20Vision%20Alignment.pdf

Futures report:

http://www.ala.org/yaforum/sites/ala.org.yaforum/files/content/YALSA_nationalforum_Final_web_0.pdf

Teens First Infographic: <http://www.ala.org/yalsa/teens-first>

Youth Activism through Community Engagement wiki:

https://wikis.ala.org/yalsa/index.php/Youth_Activism_through_Community_Engagement