

YALSA Board of Directors Meeting  
ALA Annual Conference, Chicago  
June 21 – 26, 2018

**Topic:** Literacies Projects Update

**Background:** A report from Taylor Crossley, YALSA’s Communications Assistant, is provided below with information about literacies-related projects since Midwinter 2018. The report includes information about Dollar General Grant funded programs including Teen Read Week™, Summer Learning, Teen Book Finder resources, and the Teens’ Top Ten program. The goal of the grant program is to help provide financial support and resources to members to help them implement literacy focused efforts for and with the teens in their community, especially teens from underserved groups.

**Action Required:** Information

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**TEEN READ WEEK™** ([www.ala.org/teenread](http://www.ala.org/teenread))

**Overview:**

The Teen Read Week site went ‘live’ for 2018 on April 12, 2018. The theme for this year is a “It’s Written in the Stars: READ” and it will be celebrated Oct. 7 – 13.

**Online Community Members**

Comparing the numbers from last years’ report until now, we’ve had **796** new members join the site. Currently, we are at **5,836** members.

**Google Analytics (April 12 – June 5, 2018)**

Page views: **12,825** (Note: Repeated views of a single page are counted)

Pages with the most views:

- Landing page: **4,965**
- Activity Grant: **1,156**
- Activity Ideas: **799**
- Official Products: **650**
- Planning: **497**

Sessions (A session is the period of time a user is actively engaged with the website)

- Total sessions: **6,792**
- New visitors: **4,944** (An estimate of the percentage of first time visits):
- Returning visitors: **1,848**

**Teen Read Week Grant**

**Overview:**

The grant focus was around the theme of “It’s Written in the Stars: READ”, and applicants were encouraged to demonstrate how the funds would be used to support teens in thinking and reading outside of the box, as well as seeking out fantasy, science fiction.

- 2013: **17** applicants
- 2014: **62** applicants
- 2015: **58** applicants
- 2016: **26** applicants
- 2017: **46** applicants.
- 2018: **50** applicants

### **TEENS’ TOP TEN** ([www.ala.org/teenstopten](http://www.ala.org/teenstopten))

YALSA announced the 2018 Teens’ Top Ten (TTT) nominations in April. The 25 featured titles were published between Jan. 1, 2017 and Dec. 31, 2017 and can be found on the TTT website. Voting on the titles begins in August and runs through October 13<sup>th</sup>. The votes will determine the 2018 Teens’ Top Ten titles. The official top ten titles will be announced after Teen Read Week™, which takes place October 7-13, 2018.

### **2018 TTT Book Giveaway**

This year we were able to provide a set of the 2018 TTT nominees to 50 recipients through grant funds from the DGLF. This grant usually proves to be the most popular amongst all the literacy related grants offered by YALSA, and the amount of applicants this year was the most we’ve ever received. Next year, we hope to be able to provide sets to more libraries.

- 2013: 136 applications
- 2014: 135 applications
- 2015: 96 applications
- 2016: 168 applications
- 2017: 120 applications
- 2018: 192 applicants

### **SUMMER LEARNING** (<http://summerreading.ning.com/>)

#### **Overview:**

The Summer Learning site is a platform where library staff and others can share and utilize resources related to summer learning programs. The site is also where the links to the Summer Learning Resources Grant applications can be found and where grant recipients can communicate with each other.

### **Google Analytics (January 1, 2018 – June 6, 2018)**

Page views: **5,182**

Pages with the most views:

- Summer Reading Grants: **2,472**
- Landing page: **784**

- Recommended Reading: **170**
- Book lists: **127**

Sessions (A session is the period of time a user is actively engaged with the website):

- Total sessions: **3,056**
- New visitor: **2,351**
- Returning visitors: **705**

### **Summer Grants**

As last year, this year we continued to offer a total of forty summer grants – twenty Summer Learning Resources and twenty Summer Teen Intern grants. And our application numbers were again higher than they've ever been for each grant.

### **Summer Learning Resources Grant**

2018: 81 applications  
2017: 49 applications  
2016: 68 applications  
2015: 77 applications  
2014: 65 applications

### **Summer Teen Intern Grant**

2018: 107 applications  
2017: 77 applications  
2016: 76 applications  
2015: 84 applications  
2014: 89 applications

### **TEEN BOOK FINDER**

- *App*
  - YALSA's iPhone app, the Teen Book Finder has had nearly 2,600 downloads through the Apple App Store since January 2016.
  - The Android version of the Teen Book Finder app has had over 6,000 downloads since its release in August of 2014.
- *Online Database*
  - The Teen Book Finder site was officially launched in February of 2017. Since its release, it has had over 337,000 pageviews and over 96,000 sessions (the period of time a user is actively engaged with the website).
  - In January of 2018, the database was updated with titles from diverse ALA affiliates and round tables. In April, the database was updated with 2018 titles.