

**Fall Executive Committee Meeting
October 25-26, 2013, Chicago**

Topic: Repurposing Existing Content for New Uses

Background: In order for YALSA to be able to achieve its strategic plan goals, YALSA needs to build its capacity, including creating capital that will allow YALSA to fund key member-focused projects. The Executive Committee will want to brainstorm how we can best raise capital by creating new revenue sources from existing content.

Action Required: Discussion

Below please find a framework on which we can base our brainstorming:

Identifying Content – what do we have already?

- listservs
- blogs
- committee work
- conference programs
- CE: webinars, e-courses, institutes
- journals
- guidelines
- press & marketing materials
- web (incl. wiki)
- lists of registrants & members
- books
- other?

Current Examples:

- Reads 4 Teens Downloadable (committee work)
- Books:
 - Practical Programming: The Best of YAAC book (listserv)
 - Best of YALS: TRW/TTW Manual (journal)
 - Quick & Popular Reads (committee work)
 - OBCB (committee work)
 - BBYA (committee work)
- Teen Book Finder app (committee work)
- YALSA *E-News* (press & marketing materials)

The 2013 Economic Impact on Associations industry study shed some light on the type of content members are willing to pay for:

- 8 in 10 associations offer free content in the form of news, information, and trends to members. This was the most popular form of content to offer free of cost—likely because of the essential value it provides for members, and the availability of similarly positioned information elsewhere on the internet.
- The majority of respondents reported they offer members free content in the form of access to standards and guidelines (69%), online journals (75%) and magazines (82%). These resources provide members valuable information and are core benefits of membership.
- There were some resources that the majority of associations indicated are provided to members, at a cost. For example, few respondents reported offering free content in the form of webinars (34%), recorded meeting content (27%), live streaming content (25%) or online courses (12%).
 - Although these features are important to offer, they may not compose the crux of membership benefits, but are instead a valued add-on.
 - Time spent facilitating and monitoring an online course or webinar can translate into an additional cost for the sponsoring association, often distributed to the participating members while shielding those costs from members that might not find equivalent value in them.

The 27 page study is available as a .pdf at <http://ow.ly/pXHby>

Possible New Products, Programs or Services:

Idea	Audience/ Appeal	Up-Front Costs	Time/ Resources Required	Revenue Potential	YALSA Benefit (Non- Revenue)
<i>Example: Create a downloadable mashup of the current year's selected lists and award winners</i>	<i>Broad appeal to: School libraries Public Libraries English Teachers Afterschool Providers</i>	<i>Minimal-- someone to create the mashup and a designer</i>	<i>Minimal--editor's and communication manager's time</i>	<i>Appeal could be big. \$29 price point would mean that sales need to be big, but product could be created every year to bring in steady revenue</i>	<i>Can help raise awareness about our lists and awards. Provides a way for the lists and awards to support the mission.</i>
OBCB downloadable	Broad appeal to school and public libraries as well as parents, teachers and afterschool providers	Minimal-- someone to create the downloadable and a designer	Minimal--editor's and communication manager's time	Could be big and also help build sponsorships. Pricepoint could be \$20-29 and could bring in revenue each year.	Can help raise awareness about our lists and awards and could position YALSA to help teens move into the New Adult age group.
publish conference content	Could appeal to both	Would need to figure out what to	Potentially significant, staff time for	Sales of both YALSA's print products and CE have been on the decline. Would need to	Could help non conference attendees be part of the face-to- face action of conference. Could

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	conference attendees and non-attendees. Could also build new audiences for YALSA.	publish, how to publish it and then create and design the product, whatever it is.	collecting print content, or contractor time for recording digital content; editing and packaging	conduct a member study to see if this type of product is desirable. Other associations bundle the cost of this with conference registration, so all need to determine if people would be willing to pay out of pocket	also help us capture the content that's developed at conference and that could be developed into webinars, e-courses, etc.
repurpose kit content to create self-paced courses	Librarians and library workers who interact with teens	Minor: would contract with an individual to repurpose the kit content	Minor: Program Officer for CE's interaction with the contract worker and Communications' Manager's marketing efforts	Sales of YALSA's CE have been on the decline. Would need to conduct a member study to see if this type of product is desirable.	Could help us towards our goal of getting more library staff trained to work with teens
Sell the Reads 4 Teens digital download as a subscription	Broad appeal to school and public libraries as well as parents, teachers and afterschool providers	Minor	Minor: Communications Manager would need to work with ALA subscription services	Could help boost sales for this product by having people automatically re-up year after year	Can create a reliable revenue stream

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Rent out TRW, TTW and symposium mailing lists to vendors	Targeted appeal to vendors	Minor	Minor: Membership Manager's interactions with vendor	Unknown	Entirely new revenue stream with minimal effort. Would need to build in an opt out for registrants, to ensure we only pass along contact info for those people we have approval from
Library consulting	Broad appeal to all public and school libraries	Minor	Could be significant, based on response	Could be significant, based on response	Entirely new revenue stream. Could help YALSA get more adopters of our national guidelines as well as of recommendations coming out of the Future of Teens & Libraries Report

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