

YALSA Board of Directors Meeting  
ALA Annual Conference, Boston  
January 8 - 12, 2016

**Topic:** YALSAblog Manager Midwinter Report

**Background:** The mission of the YALSAblog (<http://yalsa.ala.org/blog/>) is to provide a virtual space for publishing timely information about emerging and new practices for library services for and with teens, to explore practices in related fields relevant to teen services, to raise awareness about appropriate YALSA tools to facilitate innovation in teen services, and to provide resources for members and the library community to support their efforts to continuously improve their overall teen services program. The YALSAblog Manager, Crystle Martin, has provided a report below.

**Action Required:** Consent

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Topic: The YALSAblog Report

Overview: Since the last report in May, the YALSAblog continues to align its content areas with *The Future of Service for and with Teens: A Call to Action*. It has also been working with the new member manager of The Hub to determine what the boundaries are between YALSAblog content and The Hub's new wider focus. For example, the App of the Week post was decided that it fits The Hub's new focus better. There are currently about 30 active. There is a continuing call for new bloggers with special effort being made to recruit library students. We currently have three student bloggers. I am also trying to recruit a variety of guest bloggers for specific topics, which come up from month-to-month, as well as reaching out to grant winners, librarians in the news, ALA Leadership Institute winners, etc. with the help of Anna Lam and Beth Yoke, inviting them to blog about their experience. The YALSAblog Advisory Board is also helping to recruit guest posts from bloggers, to blog on topics they feel are under covered on the blog currently.

We had good success with a week's worth of Making posts in June which were written by both regular and guest bloggers. We will have about a month of posts dedicated to interviews with candidates for the 2016 Slate. There is also a set of guest posts from members that have been involved in the Strategic Planning Process. This fall we did a Back to School/Afterschool series. Next year we will focus more heavily on Afterschool. This type of targeted post are challenging to manage, but are a nice change of pace for the tone of the blog. There have also been very successful one-off guest posts, especially from researcher, as well as an extremely successful Grant Writing series written by a guest blogger.

We've continued regular cross-posting with the ALSC blog, as well particular posts with appeal to both service groups. Still trying to fine tune a system to have certain ALSC blogs posted on The Hub instead of the YALSAblog when the topics seem to fit better there, however we are

having a difficult time working out timing. I have now worked out a system with ALSC bloggers where they post their blogs several days in advance so I have time to review them, however, they still seem unwilling to make changes or add links to YALSA resources to align the content more closely with the YALSAblog. Also they do not notify me when they post drafts so sometimes I don't notice them for several days. Given the content of most of these posts it may be better for the partnership to be between The Hub and ALSC going forward. The YALSAblog has also been cross-posting with The Hub when appropriate.

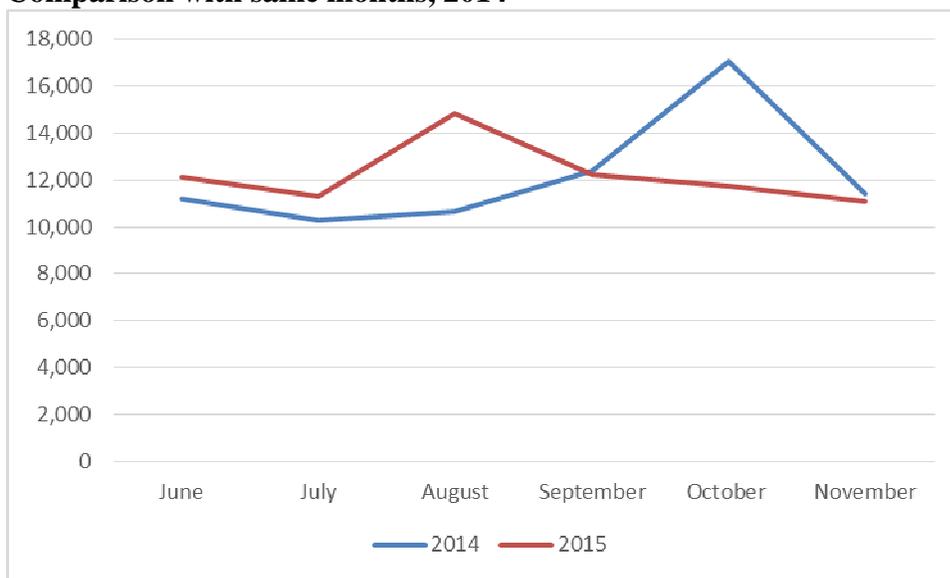
**Statistics**

**Pageviews**

(From June to November)

June	12,138
July	11,326
August	14,829
September	12,242
October	11,756
November	11,100

**Comparison with same months, 2014**



**Top Posts: Final Quarter 2015**

Getting Ready for Winter in Boston	726
Get Away @ Your Library!	548
Develop Creative Programming for Teen Read Week	464
Boston Bound: Vegetarian, Vegan, and Gluten-Free...	343
Getting the Grant Series	343
5 Things You Thought You Knew About Teens...	309
Get Away @ Your Library: Setting Goals...	290
Looking to create a makerspace in your library?	276
Outreach services for teen library staff	257

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Teen programming: Turn community outreach...	236
Answer the Call!: Libraries, Teens, and Diversity	233
Anime Club 2.0: How teens can do more...	213
How to fund a conference trip on pocket lint...	209
Teen research trending: Margaret Mackey...	174
Outreach services for teen library staff	174
Libraries promoting literacy	167
Going beyond the books and programs	155
Teens and How They Use Technology	135

**Top referrers: Last Quarter 2015**

Search Engines	10,398
Google Search	9,374
Bing	364
Yahoo Search	307
Google Image Search	256
Ask.com	27
ala.org	1,675
Twitter	1,266
teenreadweek.ning.com	1,143
Facebook	407
pinterest.com	351
teentechweek.ning.com	196
2016.alamidwinter.org	193
classes.ala.org	121
wikis.ala.org	91
yalsabadges.ala.org	84
yalsa.ala.org	83

**Accomplishments**

- Ran a series of posts on the Core Professional Values.
- App of the Week has been transitioned to The Hub because of The Hubs new mission
- Worked with the Research Committee to help them post a recurring blog series focused on research
- Worked with an author who had written a piece for YALS that was not a good fit, and turned it into a six post series on grant writing.
- Scheduled bloggers for wrap up and prediction posts for the end of the year.
- Had extremely popular guest posts this fall, like those from the grant series and te .
- Worked with guest bloggers to schedule posts on Strategic Planning.
- Recently added a few school librarians which will hopefully lead to better representation of school librarians working with teens on the blog.
- Have been working with Linda Braun to post content for issues of YALS.
- Worked with committees and taskforces to post blogs about their work. Such as: Teen Read Week, Local Arrangements Annual 2016, Local Arrangements Midwinter 2016, Amazing Audio Books, YA Services Symposium, Mentoring Taskforce, Scholarship

Jury, Cultural Competencies Taskforce, Governance Nominating Committee, Legislative Committee, and more.

- Ran a Back to (After)School series.

### **Challenges**

- Keeping in touch with all bloggers to make sure they are supported and have blog post ideas for the upcoming month.
- Managing content of interdivisional groups.
- Loosing bloggers for Tweets of the Week. Working with Linda Braun to decide next steps for the series.

### **Six Month Plan**

- Continue to work with The Hub Member Manager to make sure the blogs are working well together, and develop cross-posting (Ongoing)
- Continue to recruit more regular bloggers, attempting to have at least one regular blogger for all interest areas on the survey (Ongoing)
- Develop more recurring posts for a variety of topic areas (Ongoing)
- Continue to recruit library students to blog. (Ongoing)
- Recruit a couple of rapid response bloggers for time sensitive posts. (Ongoing)
- Have IMLS grant winners for this year interviewed for blog posts when they are announced. (Forthcoming)
- Continue to reach out to individual YALSA committees to see if they are interested in writing occasional blogs about what their committee is working on. (Ongoing)
- Working to get bloggers for as many of the monthly YALSA Events and priorities as possible each month that are sent to me by Anna Lam. (Ongoing)
- Preparing for candidate interviews for the 2016 Slate.
- Work with bloggers to include more images.
- Will interview ALA President for the blog