

**YALSA Board of Directors Meeting
ALA Annual Conference, San Francisco
June 26 – 30, 2015**

Topic: YALSAblog Manager Report for Annual

Background: The mission of the YALSAblog 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

Topic: The YALSAblog Annual Report

Overview: Since the last report in January, the YALSAblog has continued aligning its content areas with *The Future of Service for and with Teens: A Call to Action*. The number of bloggers on the listserv has increased significantly in the last few months, with over 40 current bloggers. 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.

We had fairly good success with a month worth of Teen Programming posts in April which were written by both regular and guest bloggers. We will also have a week of posts for Week of Making coming up in June. These sets of targeted post are challenging to manage, but are a nice change of pace for the tone of the blog.

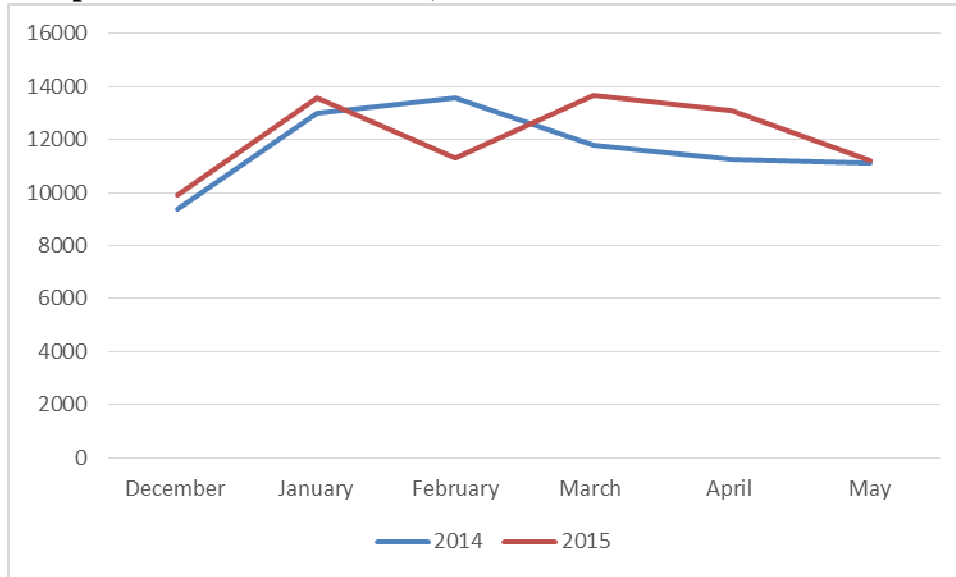
We've continued regular cross-posting with the ALSC blog, as well particular posts with appeal to both service groups. We are currently working out a system to have certain ALSC blogs posted on The Hub instead of the YALSAblog when the topics seem to fit better there, however we are having a difficult 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. The YALSAblog has also been cross-posting with The Hub when appropriate.

Statistics
Pageviews

(From December to April)

December	9,893
January	13,556
February	11,315
March	13,694
April	13,109
May	11,224

Comparison with same months, 2013



Top Posts: First Quarter 2014

Annual 2015: Outdoor fun between sessions	776
ALA Annual: Walking the Exhibit Hall Like A Pro	765
Save Missouri Libraries	704
30 Days of Teen Programming: Project Outcomes...	481
App of the Week: aa	370
App of the Week Archive	351
Intensive Summer Reading Programs	334
#Act4Teens: The inclusive librarian Part 1	282
Ways public librarians can support media ...	276
Serving Incarcerated Youth: Podcast with Patrick...	222
30 Days of Teen Programming: Develop rich, ...	216
#Act4Teens: The inclusive librarian Part	177
Adventures in Outreach: Be a quitter	177
2014 Teen Tech Week Grant Winner: Tricia George	174
Instagram of the Week – January 5	173
30 Days of Teen Programming: Teen Service Learning	172
30 Days of Teen Programming: Engaging teens in STEAM	159
Advocating for School Libraries – a Primer	147

Top referrers: First Quarter 2014

Search Engines	11,462
Google Search	10,272
Bing	409
Yahoo Search	341
Google Image Search	297
Ask.com	26
Twitter	2,102
ala.org	1,426
alaac15.ala.org	738
Facebook	691
pinterest.com	461
teentechweek.ning.com	162
teenreadweek.ning.com	128
ala-publishing.informz.net	95
freedly.com	93

Accomplishments

- Recruited 12 new bloggers since annual, one of which are library students.
- Recruited another new blogger to help Linda Braun with the Tweets of the Week and App of the Week posts.
- Recruited two more bloggers for Meagan Darling to post for Instagram of the Week.
- Showcased blogs from Teen Tech Week grant winners.
- Ran 30 days of teen programming series in April
- Reached out to Committee and Taskforce chairs to recruit blogs. Recently the Cultural Competence taskforce started a podcast series. Expecting more posts from Advocacy Research Taskforce. And have had posts from: Research Committee, Future of Libraries and Teens Taskforce, 2015 Young Adult Services Symposium, Amazing Audiobooks Committee, as well as others.
- Keeping a list of current bloggers up-to-date.
- Kelly Czarnecki interviewed this year's YALSA candidates, as well as a ALA Presidential candidates for the blog.
- Recruiting more bloggers to write about research which has come out that has the potential to impact teen librarians.
- I've emphasized sharing their posts on social media and tagging or tweeting @yalsa in their posts so YALSA can share it as well.
- Continuing ALSC cross-posting
- Created a standard YALSAblog banner to use when other activity specific banners don't apply.

Challenges

- Keeping in touch with all bloggers to make sure they are supported and have blog post ideas for the upcoming month.

Six Month Plan

- Continue to work with The Hub Member Manager to make sure the blogs are working well together, and develop cross-posting (In-Progress)
- 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)
- Upcoming blog posts for National Legislative Day YALSA grant winners and ALA Leadership Institute winners.
- A week of blog posts for Week of Making.
- We have a couple of new recurring series starting, including Audiobook of the Month.