YALSA Board of Directors Meeting
ALA Annual Conference, Orlando
June 24 – 28, 2016

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

Overview: Since the last report in December, the YALSAblog continues to align its content areas with *The Future of Service for and with Teens: A Call to Action*. There is a continuing call for new bloggers with special effort being made to recruit library students. We currently have two student bloggers, and are working to recruit more through one of the blog’s former student bloggers who recently graduated. 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 blog starting in July will have a joint advisory board with YALS.

Linda Braun and I have worked together to integrate YALS into the YALSAblog website. The existing materials for YALS have been moved to pages on the YALSAblog. Linda has been sending me prepress versions of the YALS issues, which I share with interested bloggers who write companion pieces for particular articles for the blog. This has been quite successful so far.

Linda Braun and I are also working on a Professional Learning series for the YALSAblog. Jessi Snow, author of the second month of the series, is working with us to iterate the design of the series. The posts garnered many reads although participation was low. We are going to try connecting the series to YALSA webinars to amplify specific content. Also we are going to try different types of participation to determine what will work best for our audience.

Molly Wetta and I have worked together to come up with at least one monthly topic that both blogs write about and then cross link. I think this has worked well so far and the bloggers have been enthusiastic about participating in this cross blog initiative.

The Local Arrangements Annual 2016 Committee did a great series about things to do and where to eat around Orlando. The research committee has created regular contributions for the blog,
highlighting research articles of interest to YALSA members. We have transformed a couple of our existing weekly series to change format and make sure content is fresh and relevant. Instagram of the Week has gone bi-weekly and Tweets of the Week has turned into News of the Month. I have worked with board members to publish posts about the strategic plan and two bloggers have written their own posts about the plan. Kristina Darnell has been writing a successful series of posts about her Personal Service Priority Plan and Jessi Snow has continued her series on Outreach, which highlights librarians with interesting and successful outreach programs. Sharing the posts is still being encouraged and has been more a part of the culture of posting. It has been a six-month period of a lot of small changes, but the blog over has been doing well, and the bloggers are great about adapting quickly and being energized about new initiatives.

Statistics
Pageviews
(From December to April)

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<td>April</td>
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<td>May</td>
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Comparison with same months, 2015

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</tr>
<tr>
<td>May</td>
<td>13,245</td>
<td>10,229</td>
</tr>
</tbody>
</table>

Top Posts: Second Quarter 2016
Anyone Can Do Science
YALSA Professional Learning Series: Working for and With At-Risk Teens
YALSA’s Top Ten Summer Learning Programs
YALSA Professional Learning Series: Think Differently Pt 2 240
Outreach Services for Teen Library Staff (April) 224
Insults, Laughter, Rhymes, and Good Times:
  Celebrating Shakespeare’s Birthday 224
YALSA Professional Learning Series: Think Differently Pt 1 222
The Calm Before the Storm: How Teens and Libraries
  Can Fight Mental Illness 159
YALSA’s Three-Year Organizational Plan and New
  Librarians 138
Planning Your Trip to Orlando Part 2 134
PLA Conference News 128
STEM vs. STEAM 114

Top referrers: Second Quarter
Search Engines 12,204
  Google Search 11,269
  Yahoo Search 353
  Bing 335
  Google Image Search 138
Twitter 731
ala.org 697
2016.alamidwinter.org 629
pinterest.com 429
yalsa.ala.org 308
Facebook 307
teventechweek.ning.com 70

Accomplishments
• Interviewed ALA President about Libraries Transform
• Published
• Tweets of the Week has been transformed into YALSAblog News of the Month
• Worked with the Research Committee to help them post a recurring blog series focused
  on research
• Kristina Darnell is writing a 12-part series called Personal Service Priority Plan
• Extremely popular guest posts from researchers about their current work.
• Worked with board members to schedule posts on Strategic Planning.
• Continued to try to recruit bloggers who serve libraries that are less represented on the
  blog.
• Incorporated the YALS web presence into the YALSAblog
• Continue to work with Linda Braun to connect YALSAblog and YALS content
• Linda Braun and I have been working on a Professional Learning Series, Jessi Snow has
  agreed to help us as we iterate to find the most successful format. Although not a lot of
  people participated the posts were widely read.
• 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.

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.
• Keeping bloggers engaged

Six Month Plan
• Continue to work with The Hub Member Manager to make sure the blogs are working well together, and continue 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)
• Continue to have bloggers write companion pieces to YALS articles (Ongoing)
• 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)
• Prepare for candidate interviews for the 2017 Slate.
• Work with bloggers to include more images. (Ongoing)
• Preparing for Back to Afterschool series