

2011 LIS Road Trip Task Force Toolkit

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What is the YALSA Road Trip?

The goal of the Road Trip is to assist those interested in a career in teen services to have opportunities to get together with others who are passionate about working with adolescents. A road trip event or activity sponsored by your library school can help you network, learn more about YALSA and meet local YALSA members, get ideas about creating great teen services and find out what life as a teen services librarian is really like.

Students or faculty at library schools are encouraged to host events and activities to raise awareness and connect with one another. This toolkit provides you with the resources necessary to:

- Host a social event, such as a happy hour or coffee klatch
- Host an educational event, such as a forum, speaker, panel discussion, etc.
- Write an article, column or blog post for a LIS newsletter or web site
- Feature YALSA at an existing LIS event, such as an open house or student chapter meeting
- Sponsor an outing, such as a library tour
- Conduct an advocacy or public awareness activity, such as an email campaign to Congress members or hosting a fundraiser for causes, such as Books for Teens

If you think of another event or activity, YALSA contact information is available within the toolkit to help you locate all the resources you might need to make it happen. This toolkit contains instructions, tips, and guidelines for each of the events/activities listed above. That way you will be able to plan and implement a successful and quality event/activity on your own (or with some help from YALSA.)

Now that you know a bit more about what the Road Trip is, you can get started on planning your event(s) and get ready for a great experience, connecting with local YALSA members and learning more about what YALSA can help you with on your journey into young adult services.

Host an Educational Event

Hosting an educational event at your library school - either virtually or on-site - is a good way to give those interested in teen services (or potentially interested in) an opportunity to learn about a teen services topic, and a way to inform fellow students about what YALSA is all about. If your institution has regularly scheduled events for youth focused librarians, or even more general events, why not see about getting a teen topic on the agenda, and include YALSA content as a part of that?

The event might be a traditional lecture, panel discussion, or formal presentation. Or, perhaps you want to get something a little more interactive going. You might try something a little more contemporary and sponsor a:

- Battledecks session (<http://alalarning.org/2010/07/01/battledecks/>)
- Pecha Kucha event (www.pecha-kucha.org/what)
- Unconference (<http://scripting.wordpress.com/2006/03/05/what-is-an-unconference/>)

Or maybe you can mix and match an event to include a battledecks and a formal presentation or a Pecha Kucha portion and a formal presentation. And, so on. Your event might also combine a networking opportunity with a formal or informal presentation.

You might also consider a virtual event such as a webinar. This is a good way to provide those, who might not be able to get to a face-to-face event, with the opportunity to participate. Some webinar software allows for recording, which also provides the chance to access the content even after the event is over.

Potential Topics for an Educational Event

- Marketing teen library services
- Competencies for teen services
- Job-hunting and resume building for the teen services librarian
- Integrating technology into teen library programs and services
- Intellectual freedom and the teen collection
- Trends in technology for teens
- Trends in teen books
- Youth participation
- Teen library spaces

Sample Event Agenda

1. Welcome to the event and overview of the program
2. How & why to get involved in YALSA
3. Main Program
4. Closing Q & A
5. Thank you for coming and reminder of availability of YALSA materials

If your library school does not provide webinar software access, there are a few no or low cost options including:

- DimDim (<http://dimdim.com>)
- Zipcast (www.slideshare.net/zipcast)

At the event you can provide materials to participants that provide information on teen services and on YALSA. You can download free materials or request hard copies for your event via the YALSA website at: www.ala.org/yalsa/handouts.

The YALSA Program Officer for Continuing Education, Eve Gaus, can assist you in finding a speaker and/or a topic for your educational event. Eve can be contacted at egaus@ala.org or 800-545-2433 ext. 5293.

Focus on Advocacy

A big part of a teen services librarian's job is to advocate for high quality teen services. Highlight that focus by hosting an advocacy related event. For example:

- Host a Contact Congress gathering for ALA's Virtual Library Legislative Day (<http://tinyurl.com/4e2qya3>)
 - In 2011 this event is on May 10th, and is usually held annually during the first full week of May each year
- Host a celebration around an ALA or division event
 - Banned Books Week
 - Sponsor a program that brings awareness to your school regarding issues of censorship and book challenges across North America and the globe.
 - National Library Week
 - Emphasize the important role that teen services plays in the local community.
 - Bring in a respected librarian from your school or a local library to speak about the importance of libraries in the community
 - Teen Read Week™
 - Focus on issues of teen literacy and the importance of youth services in helping teens get what they need to learn and grow as book lovers!
 - Teen Tech Week™
 - Hold an event that focuses on new and cutting edge technology that teens use and that can be utilized in libraries and other areas of youth services. Have speakers currently working in libraries discuss why integrating new technologies is an important part of high-quality teen services.
 - Learn about more library campaigns, celebrations and events at <http://tinyurl.com/489nv7z>
 - Learn more about library advocacy at www.ala.org/ola or <http://tinyurl.com/YAadvocacy>

Bring YALSA to your LIS Event

At your school you probably have existing opportunities for networking, like an open house or student run conference, a meeting of a student group, or a student chapter of ALA or another library organization. Any of these can be the perfect opportunity to get your fellow students interested in YALSA. Student chapters of ALA are listed at <http://tinyurl.com/ykqkjsa>. If your school doesn't have one, start one!

Set up a Table

If you're having an open house, a student run conference, or any event where people will be walking around interacting with different displays, set one up about YALSA. There are so many things you could include that you might want to narrow it down by choosing a theme for your display. Use one of the themes listed below, or come up with your own.

What is YALSA?

If your classmates don't know much about YALSA, start with the basics:

"The mission of the Young Adult Library Services Association is to advocate, promote and strengthen service to young adults as part of the continuum of total library service, and to support those who provide service to this population."

(The full mission statement can be found online here:

www.ala.org/ala/mgrps/divs/yalsa/aboutyalsab/yalsamission.cfm)

Include information about membership. You can find and print a list of the benefits of a YALSA membership here: www.ala.org/ala/mgrps/divs/yalsa/joinus/benefitsmembership.cfm

A student membership, including ALA membership, is \$53 (USD). Find out if your school has options for professional development reimbursement; maybe they will pay for this!

Include information about how to get involved:

- Connect via social networking or by joining an interest group.
- Learn by taking an online class or webinar, or by applying to the mentoring program.
- Participate by volunteering for a taskforce, jury, or selection committee.
- Share your work by writing for one of YALSA's blogs or journals.
- Support YALSA and strengthen the network of advocates for teen services by encouraging your colleagues to join.

More information on Getting Involved can be found here:

Add Fundraising to Your Event

For any of the LIS Road Trip events that you host, consider adding a fundraising component. You might:

- Host a bake sale. Have members of the planning group bring goodies to the event.
- Host a book sale. Many students probably have books they bought for a class and no longer need. Why not sell them during a Road Trip event?
- Sponsor a raffle. YALSA can send you an item to raffle off as a part of your event.

The funds you raise could be used to support YALSA's Books for Teens initiative, www.facebook.com/booksforteens, which is geared to getting books into the hands of as many teens as possible.

www.ala.org/ala/mgrps/divs/yalsa/getinvolved/getinvolved.cfm

Awards and Booklists

If your classmates are readers or interested in learning more about current young adult literature, try setting up a display that highlights YALSA's awards and booklists. Print out copies of one or several of YALSA's lists and display some of the books that have been honored. Everything you need to know about YALSA's awards and booklists can be found here: www.ala.org/yalsa/booklists

Depending on the time of year, you might also want to include information about which committees are currently taking nominations. Nominating a book for one of these lists is a great way to participate.

Professional Development Display

If your classmates want to know more about YALSA's numerous opportunities for professional development, include the following:

- ❑ Application information and due dates for YALSA's Mentoring Program
- ❑ Information about upcoming YALSA Webinars
- ❑ Toolkits, like this one, which can help students and librarians with some of the important tasks of the profession.
- ❑ A display of some YALSA professional books: like *Risky Business: Taking and Managing Risks in Library Services for Teens* or *Young Adults Deserve the Best: Competencies in Action*. Find more at www.alastore.ala.org

A basic calendar of YALSA events and activities can be found at http://wikis.ala.org/yalsa/index.php/Calendar_of_Events

Local YALSA Librarians

Contact Letitia Smith in the YALSA Office, YALSA Membership Coordinator, for assistance at lsmith@ala.org or 1.800.545.2433 x4390, to find out who in your area is an active YALSA member. Work with Letitia to contact these members and ask them if they would be able to staff a display in order to talk with students about the work they do in their libraries and the way in which YALSA helps them to be successful in their work.

Teen Tech Week™ or Teen Read Week™

Depending on what time of year it is, you might be inspired by an upcoming YALSA event, such as Teen Tech Week or Teen Read Week. Include information about current technology trends among teens and the year's Teen Tech Week theme, or the nominations for the Teens Top Ten list and current information about trends in teen reading.

- Teen Tech Week is the second full week in March. (www.ala.org/teentechweek)

Book Awards Details

Alex Award

<http://yalsa.ala.org/forms/alexnominate.php>

-Nomination Deadline: Dec. 1

Margaret A. Edwards Award

<http://yalsa.ala.org/forms/edward.php>

-Nomination Deadline: June 1

William C. Morris

<http://yalsa.ala.org/forms/morris.php>

-Nomination Deadline: Dec. 1

Michael L. Printz

<http://yalsa.ala.org/forms/printz.php>

-Nomination Deadline: Dec. 1

(Field Nominations must be seconded)

- Teen Read Week is the third week in October. (www.ala.org/teenread)

Tips for Staffing a Table, Display or Booth

Working in the booth is all about customer service. Here are some basic tips to help you prepare yourself to be a fabulous YALSA representative. Thank you for volunteering!

Goals:

- Serve as a resource by offering information and answering questions anyone may have about anything related to YALSA or YA services
- Build a local network of teen services advocates
- Recruit new YALSA members
- Raise awareness among attendees about YALSA's programs and initiatives

Here's a list of things to do and not to do at the event you've organized:

Do:

- Show up on time.
- Dress professionally (but wear comfy shoes, since you'll be standing).
- Stand in front of or next to the booth, not behind.
- Greet everyone who passes by the booth.
 - Have something in your hand to pass out, like bookmarks, pens or mints
- Know YALSA's key services and products.
 - Brush up beforehand on big YALSA things (e.g. Teen Read Week™ & book awards) and new or up-coming efforts (e.g. mobile phone app, YALSA Board Fellow program)
 - Be familiar with the content of all the brochures and information in the booth
- Assist all attendees who approach, even those not interested teen services.
- Hand out the brochures and freebies. Please don't be stingy!
- Be enthusiastic and confident.
- Be ready to talk, demonstrate, and most important, listen to questions or concerns.
- Share personal stories when appropriate. For example, tell someone who's considering joining YALSA what it is that you like most about the association.
- Be nice to everyone!

Don't:

- Ignore any attendee.
- Drink or eat.
- Read.
- Sit.
- Leave the booth during your shift.
- Be rude or overly aggressive.
- Stand in front of or block another exhibitor's space or display.
- Tell someone "I don't know."

- Instead, tell them, “I don’t know but I will find out for you.” If you can’t find out, have them write their question on the back of their business card. Let them know that you’ll pass this on to staff who will get in touch with the answer.
- Tell someone “no.” Say “We don’t have exactly what you want, but try this instead.”
 - For example, “No, I’m sorry, but we don’t have any information about recommended reading for African American teens, but we do have a flyer with information about our lists of recommended reading. If you scan the lists, you’ll find some appropriate titles that will suit your needs.”

For more tips go to:

www.canadaone.com/ezine/nov06/trade_show_exhibiting.html

Make an Announcement

If you only have a short time to spare for introducing YALSA into an established gathering, like a meeting of your student organization or student chapter of ALA, make an announcement of something YALSA is doing that is relevant to your classmates.

- Selection Committees that are currently taking nominations.
- Approaching deadlines for registering for a webinar, the mentoring program, or a conference.
- Winners of book awards.
- A white paper you read that is relevant to library school students.
- Grants, awards and scholarships that are available to members.

Participate in a Webinar as a Group

Take over your computer lab and attend a webinar as a group. Each month YALSA presents a commercial-free webinar on a different topic by an expert in the field. These webinars always take place at 2 pm Eastern and are an hour long. The group rate for participating in a live webinar is \$195. YALSA’s group rate applies to a group of people (up to 100) that will watch the webinar together in one location. Webinars are also archived and can be viewed for free by YALSA members two months after their original air date.

Have Takeaways On Hand

However you choose to present YALSA to your fellow students, have a takeaway available with links to more information. YALSA provides many downloadable handouts and flyers which can be found here: www.ala.org/yalsa/handouts . Or make your own, try a QR code with a link to your favorite part of the YALSA website.

Host a social event, such as a happy hour or coffee klatch

If you don't want to get too formal, you can always host a more informal social event for other classmates interested in YALSA and young adult services. Something as simple as going out for coffee as a group, or hosting a happy hour at a local restaurant (or even in the cafeteria, if you're feeling creative) can get people interested without feeling intimidated by formalities. So here are a few suggestions of how to set up an event and a possible event outline for your convenience. For tips on event planning, visit www.wikihow.com/Organise-an-Event.

- Choose a location (obtain advance permission if necessary, especially if you have a large group going to a restaurant or coffee shop)
 - A Student or faculty member's home
 - Library meeting room
 - Library school classroom or lounge
 - Coffeehouse
 - Restaurant/bar
 - Other (Be creative... remember the cafeteria suggestion?)
- Decide on your main goal for organizing a social event:
 - Create an opportunity for area YALSA members, YA library workers, and LIS students to socialize and get to know one another
 - Create an event that has a continuing education focus
 - Create a professional networking event
 - Create an event that is a mix of the three
- Decide on what activities will take place:
 - Activities with a social focus
 - Potluck supper
 - Happy hour
 - Party
 - Coffee klatch/high tea
 - Activities with a continuing education/professional focus
 - Lecture/presentation on specific topics in YA lit (relating to chat theme)
 - Round table discussion/panel forum (relating to chat theme)
 - Make & take
 - Speed networking
 - YALSA 101 – Introduction to the association
- Advertise your event.
 - Think about whom you'd like to attend: school librarians, public library staff, classmates, faculty, other YALSA members in your area, etc. The YALSA Office can help you connect with the members in your area.

Did You Know?

YALSA's official drink is the YALSAtini! Consider serving them at your informal gathering of friends and colleagues who are of legal drinking age. The recipe is:

2 parts Stoli Orange

1 1/2 parts Blue Curaçao

1 part White Cranberry Juice

Shake with ice, strain into a martini glass and garnish with an orange slice.

Tips

Recruit other YALSA members who can assist you with planning as well as be present at the event to greet people and circulate.

Create signage, if necessary, to guide people to the location or room where the event is being held.

Consider offering a door prize. Plan on bringing something people can drop their business cards into. If you'd like a door prize from YALSA, indicate that if/when you request swag. (YALSA can provide books or audiobooks for door prizes.)

Organize a group of colleagues to take turns planning and hosting regular local YALSA gatherings.

- Contact Letitia Smith, YALSA Membership Coordinator, for assistance at lsmith@ala.org or 1.800.545.2433 x4390
- Decide if you want people to RSVP
- Choose a method that's the best fit for you:
 - Send out an e-vite
 - Post information on relevant listservs, Facebook pages, Twitter, etc.
 - Post fliers in the student lounge, office, or other bulletin boards around campus
 - Create paper invitations and distribute

- Download or request free handouts and swag from YALSA by visiting www.ala.org/yalsa/handouts. Based on the topic the event will be focusing on, choose appropriate materials from YALSA to hand out at your event. Please be sure to give the YALSA Office ample time (7-10 days) to process your request.

Carry Out Your Event

- Arrive early, set up, then mingle when people arrive.
- Consider having name tags available, especially if most of the attendees do not know each other well.
- Be available to answer any questions that people may have about YALSA. If something comes up that you can't answer, keep a journal or pad of paper where people can list their questions so you can pass it on to YALSA staff or YALSA leadership
- Personally hand out swag and materials instead of letting it sit on tables.
- When appropriate, talk to people about how you have benefited from being a YALSA member.
- Stay until the very end to gather up leftover materials, take down, signs, etc.
- If another event is planned for next month, advertise it at this one.
- Be sure to thank any helpers.

Follow Up

If any attendee asks a question about YALSA that you're unable to answer, let them know you'll find out the answer and someone will get back to them. Get their email address, then contact the YALSA office at yalsa@ala.org or 1.800.545.2433 x4390 with your question.

Sample Event Outline

7:30 – 8:30 PM:

Happy hour, mingling, collect names for a door prize

8:30 – 9:00 PM:

Group discussion or questions (or games if it's a smaller group)

9:00 – 9:15 PM:

Share news and information about YALSA and membership, answer any questions

9:15 PM:

Give out door prize, announce the next event, thank everyone for coming

Sponsor a Library Tour

A great way to learn about library services to teens is to visit other libraries that are providing great service. This is also a good way to network with librarians in the area and gives students interested in teen services a venue for engaging in informal discussions with teen librarians that work with teens every day.

Getting Started with Planning

A first step in planning a tour is to decide on what you want to focus. For example, do you want to visit a library that has:

- An overall great teen collection?
- A specific collection worth looking at - manga and graphic novels, games, digital content, etc.?
- Set up technology access for teens in a way that is unique?
- A space that is an example of high-quality teen space?
- Library staff that have something unique or compelling to say on the topic of teen services?
- Integrated a whole library approach to teen services?
- Made strides in incorporating youth participation into teen services?
- Been successful in advocating for teen services?
- Other?

There are many other possible focal points for visiting a library and you will want to brainstorm with other students what you want to look for in the library that you visit. You can contact Letitia Smith, YALSA's Program Coordinator for Membership, at lsmith@ala.org and she can help you to find a member (and put you in contact with staff) in the area that will help you to meet the goals of your visit.

Getting in Touch with the Library

Before you visit you'll want to contact the teen services librarian in order to plan for the visit. As you plan you'll want to work with the teen services librarian to decide:

- What dates are optimal for the visit (have at least 2 or 3 in mind).
- How many people you expect to attend. Make sure to check with the librarian on whether or not there is a limit for the number that can attend.
- The amount of time you'll have for the visit.
- The topics you would like to cover in the tour and/or presentation.
- If you would like to also use the library for a social gathering before or after the tour. For example, do you want classmates to be able to network after the event and talk about what they saw.
- If you will need space to display materials, YALSA handouts, LIS materials, etc.

As you work to set a date and time for the tour and as you do you'll want to think about the schedules of your classmates and any major events at the library. For your classmates, think about when might they be in classes, when are youth and teen classes held, what days of the

week are better than others?

One way to get a good idea of what date and times will work for a larger group of your classmates is to use a service like Doodle – www.doodle.com. With this free web-based tool you can put together a list of dates and times in a survey and ask people to respond to the survey.

Getting the Word Out

To prepare for the visit you'll want to get the word out about the upcoming tour. Some ways to do that are:

- Make sure that instructors at your library school have information on the tour and ask them to announce it in their classes.
- Put flyers around the library school.
- Create a QR code and put it around the library school.
- Send out messages on school listservs.
- Put an announcement in the school newsletter.
- Post on the school's blog and/or website.
- Tweet about it and get others to Tweet about it
- Post on the library school's Facebook page, post on your own Facebook page, and get others to post on their Facebook pages.

Having Giveaways on Hand

You can get a wide-array of free takeaways from the YALSA Office to have on hand for those who participate in the tour. Once you have a goal and focus for the tour, you can select the takeaways that you think will be most useful for those attending. A full list of what YALSA can send you for your event is available on the YALSA website at www.ala.org/yalsa/handouts.

Taking Registration

It's likely that you'll want to take registration for the event. One way to do that is with the site Eventbrite, <http://eventbrite.com>. This is a free, easy to use, service for posting events and taking registration. You can add details about the event, set a maximum number of registrants, and issue tickets to those that register.

A Week Before the Event

Don't forget that you want to check-in with the library where you are going to have the tour before the date of the event arrives. A week or so before the event:

- Contact the librarian who you talked with when you setup the event and make sure that she/he is all set for the tour
- Let the librarian know how many you expect to attend the tour.
- Check-in about the setup of the space, is there networking space available if you need it, is there space for takeaways and other materials?
- Confirm the time that the event planners will arrive and where the planners should go to check-in at the library.
- Find out if you need to bring directional signage in order to help those attending know where they should go to join the tour.

- Ask if there is anything else you should know in order to be ready for a successful event.

The Day of the Event

In order to help guarantee that the tour goes smoothly:

- Make sure that the event planners arrive at the library early.
- Check in with the library staff that is going to give the tour or presentation and make sure that everything is set.
- If you are going to have a networking session before or after make sure that the room that you'll be using is setup as you need for that session.
- If you need space to put out takeaways and other materials make sure that space is setup before people arrive.
- If you need to put up directional signage do that before the first tour participant arrives.

Saying Thank You

Don't forget to send a thank you note to the librarian(s) who gave the tour or presentation to you and your classmates. An e-card is one way to say thank you. A hand-written note or an email is something the librarian(s) can easily pass on to their supervisor to demonstrate the positive impact they are having on the community. This is a way to show that you are making a little bit of an extra effort in thanking the librarian(s) for her time and attention. An e-card is another way to say thank you.

Write an article, column or blog post

In this section of the Road Trip Toolkit, we're going to take a look at how you, as an LIS student or faculty member, can help bring some awareness of young adult librarianship, teen services, and YALSA to students, including new and incoming students. One great way to do this is to write a column for a school newspaper or a blog post for a library school website. But how do you go about this if you don't know that much about YA services? That's what we're here to help you figure out:

1. Find out what exactly YALSA does and how they can help you learn about YA services:

- Go to the YALSA website and find out what would appeal most to your classmates:
 - YALSA Fact Sheet (www.ala.org/ala/mgrps/divs/yalsa/aboutyalsab/yalsafactsheet.cfm)
 - YALSA Program Goals (www.ala.org/ala/mgrps/divs/yalsa/aboutyalsab/yalsaprogram.cfm)
 - YALSA Vision and Mission (<http://ala.org/ala/mgrps/divs/yalsa/aboutyalsa/yalsahandbook.cfm#guiding>)
 - Webinar on How to Get Involved (free to anyone!) (<http://connectpro87048468.na5.acrobat.com/p77943987/>)
- YALSA's Social Networks
 - The Hub: Your Connection to Teen Reads (www.yalsa.ala.org/thehub/)
 - YALSA Blog (<http://yalsa.ala.org/blog/>)
 - Twitter (<http://twitter.com/yalsa>)
 - Facebook (www.facebook.com/yalsa)

2. Find a venue through which to prove how much you know about YALSA and youth services!

- Does your University have a student newspaper?
 - Email the editor and see if you can get a space to promote the Library School and YALSA to show people all the awesome stuff you and YALSA do!
- Does your Library School have their own newspaper or newsletter?
 - Write a short column or article to tell your classmates about the ways that they can get practically involved in the world of Young Adult library services!
- Do you or your Library School have a blog?
 - Write a post or do a week-long series about YALSA and your Library School's involvement or talk about how to get involved!

3. What to talk about in your column/article/post?

- That's easy! Talk about yourself! Get involved with YALSA and then promote it by telling people what you do and how YALSA has helped you.

- Write about the awesome book awards that YALSA promotes and creates, and maybe even set up a book club to talk about Book Award finalists.
- Does your school have a particular emphasis on technology? Talk about how your school could help out with events during Teen Tech Week™ each year.
- Mention the different publications that YALSA puts out for students and librarians to learn about the latest and greatest in the Library World:
 - *YALS* (*Young Adult Library Services* –sent to members quarterly & also available via subscription.)
(<http://ala.org/ala/mgrps/divs/yalsa/yalsapubs/yals/youngadultlibrary.cfm>)
 - *YALSA E-News* (Sent to Members every month)
 - *Journal of Research on Libraries and Young Adults* (online, open access, peer reviewed, quarterly research Journal) (www.yalsa.ala.org/jrlya/)
- Talk about the different Interest Groups and Discussion Groups that you can get involved in. Here are a few examples:
 - Student Interest Group (Co-Conveners: [Erin Daly](#) and [Rob Bittner](#))
 - Technology for Teens Interest Group (Convenor: [Brandy Danner](#))
 - Teen Advisory Groups Interest Group ([Natalie Struecker](#) and [Bill Harris](#))
- Publish an interview with a YALSA member or local youth services expert. YALSA Office staff can help you set up an interview with a Board member, the President of the Association or another leader in the field.

4. Share ways that your fellow students can get involved in YALSA

- How To Get Involved
(www.ala.org/ala/mgrps/divs/yalsa/getinvolved/getinvolved.cfm)
- YALSA Contacts
(www.ala.org/ala/mgrps/divs/yalsa/aboutyalsab/yalsafactsheet.cfm)

YALSA 2011 LIS Road Trip Map

Welcome to the Young Adult Library Services Association (YALSA) map that charts the locations of library school students and faculty hosting a YALSA Road Trip.

If you are a library school student involved in one of these activities add your information on this Google Map. In the information that you provide make sure to include:

- The name of your library school.
- A description of how you have or plan to participate in the YALSA LIS Road Trip.
- Contact information so that others who may be interested in participating in a similar way can get in touch.

Map Address:

(Copy and paste this link into your browser)

<http://tinyurl.com/4pcmwfe>

(Or use this QR Code)



APPENDIX A: Sample Presentation for YALSA Membership Recruitment

Note: YALSA is the 4th largest division in ALA, with a membership of over 5,400. Recruiting new members means more dues, which supports more programs, and leads to more impact on services for teenagers in libraries across the country. Since the recession, membership growth has slowed down, so recruiting new members is important. We need to recruit all kinds of librarians, graduate students, educators, trustees, and others to ensure young adults receive quality library service. This script is a suggested presentation for this purpose. Please adapt it to your own style and situation. It can be expanded to be a stand alone presentation, or it can be abridged to be a part of a workshop or speech that you may be giving at a conference or training session.

Early Bird Activity:

Put the handout called “Take the YALSA Challenge” on each seat in the room. As people arrive, encourage them to fill in the handout. Tell them that you’ll collect them at the end of your presentation and draw a winner from the pile of completed entries. Give that person a token or prize. This activity could also be done at the end of the presentation instead, if you prefer.

Introduction:

Thank you so much for having me here today! I am both pleased and proud to talk with you about the Young Adult Library Services Association, or YALSA, which is a division of the American Library Association, the oldest and largest library association in the world. I have been a YALSA member for _____ years, and membership in this association has benefited me in many ways. But why should you consider becoming a YALSA member?

Here are some important facts to think about:

1. Did you know that at least 23% of all the patrons who walk into the public libraries are teens between 12 and 18?
2. Did you know that only 51% of the public libraries in the country employ young adult specialists?
3. Did you know that there are approximately 42 million teenagers in the US today and that their generation is second in size only to the Baby Boomers?
4. According to the National Assessment of Educational Progress, 26% of 8th graders scored below the basic level in 2007.
5. According to a recent study by the Nielsen Norman Group, teens are less proficient than adults at navigating the Internet. Teens performed poorly due to insufficient reading skills, less sophisticated research skills, and less patience.

For Graduate Students:

6. Between 2010 and 2020, 45% of today’s librarians will reach age 65.

These statistics indicate that there is an urgent need for school librarians and young adult specialists to be prepared to meet the needs of today’s growing teen population. Librarians of all kinds, regardless of specialization, will need all the help they can get, and the place to find that help is YALSA!

Here are some important YALSA facts to know:

- YALSA offers six annual awards for young adult literature
 - Michael L. Printz Award for Excellence in Young Adult Literature
 - Margaret A. Edwards Award for significant contribution to young adult literature
 - Alex Awards for the top 10 adult titles with teen appeal
 - Odyssey Award for best audiobook production for youth (co-administered w/ ALSC)
 - Morris Award for best YA book by a first-time author
 - Nonfiction Award for best factual book for teens
- YALSA is the fourth largest division in the American Library Association and has members in all 50 states and several foreign countries.
- YALSA administers over \$90,000 in grants and awards for its members each year.
- YALSA launched an online research journal in the fall of 2010.
- YALSA unveiled a new YA literature blog, The Hub, in January 2011.

Facts for Grad Students:

- When you join YALSA you become eligible for ALA's scholarships to help you pay for your MLS or PhD degree.
- YALSA members receive two YALSA publications and one ALA publication that can help you with your assignments:
 - *Young Adult Library Services*, an award winning quarterly print journal
 - *YALSA E-News*, a monthly online newsletter
 - *American Libraries*, a monthly magazine and website
- YALSA's networking opportunities via its discussion & interest groups, social networking sites, conference programs, etc. provide members with a chance to explore possible career options and interact with potential employers. YALSA members also have full access to ALA's career resources and placement services.
- YALSA has a Student Interest Group where members can network with fellow students and faculty and discuss issues of importance to upcoming librarians.
- YALSA is a well-known and respected organization within the field. Joining the association and listing it on your resume will catch the eye of potential employers.
- YALSA's student membership is only \$53 and it includes membership in ALA.

Presenter's Testimonial: *It's important to balance facts and figures with your personal story. Give a brief testimonial about how you've benefited from YALSA. Describe briefly what YALSA has done for you, either professionally or personally, or both. Illustrate your comments with specific examples and/or a personal anecdote.*

Here are some ideas to get you started:

I belong to YALSA because:

- Example 1. It gives me access to a network of fellow youth advocates in libraries and publishing who provide me with support and affirmation. ("I'm the only person in my library who works with teens, so this network is important to me.")

- Example 2. I find many opportunities for individual growth and professional development. YALSA offers one hour webinars on the third Thursday of every month. (For example, “This year I participated in a webinar about reluctant readers, and it helped me with collection development for this age group.”)
- Example 3. I’ve served on committees in which I expanded my knowledge about the profession and developed important skills. (“As a member of the Legislation Committee, I helped to publish a legislative advocacy toolkit that librarians and supporters can use to promote the importance of libraries for teens.”)
- Example 4. I learned I could be a leader in my profession on a national level and at home in my own library. YALSA is small enough for a person to be offered opportunities to lead the association. (“I was appointed to chair a taskforce where I developed key leadership skills that I could apply to my job back at home.”)

Take the YALSA Challenge:

Collect the papers you handed out earlier. Once they’re all collected, go over the correct answers, then draw a winner.

Concluding Remarks:

I strongly recommend that you consider joining YALSA so you can take advantage of the many opportunities it offers you to grow as an individual, to connect with others who are passionate about teen services and young adult literature and to be a positive agent for change in the profession.

If you or your wallet is not ready to take the leap into membership, you may want to learn more about what YALSA has to offer by taking advantage of more informal and/or affordable options, such as signing up for a webinar or subscribing to the journal, *Young Adult Library Services*.

I’ve brought along membership brochures and information about YALSA’s different initiatives and programs. Please pick up these valuable resources before you go. We’re also on the web at www.ala.org/yalsa if you would like to look us up after you leave. Are there any questions I can answer now? If you think of any questions later, or if you’d like to talk more about YALSA, please feel free to contact me at: _____. Thank you for having me here today and for the opportunity to share my thoughts about YALSA with you.

Download free YALSA handouts and request swag to give out at your presentation at: www.ala.org/yalsa/handouts. Need more information or assistance to help you plan your program? Contact YALSA’s Membership Coordinator at 1 (800) 545-2433 x4390 or email yalsa@ala.org.

APPENDIX B: The YALSA Challenge!

Your name: _____

Email: _____

TRUE or FALSE

1. _____ Student membership in YALSA costs \$150 per year.
2. _____ YALSA produces an annual booklist called Quick Picks for Reluctant Young Adult Readers.
3. _____ YALSA has Discussion & Interest Group that members can opt-in to participating.
4. _____ YALSA offers monthly webinars as an alternative to face-to-face workshops.
5. _____ YALSA sponsors a national literacy initiative called Teen Read Week, which is held the third week of each October.

CIRCLE THE CORRECT ANSWER

6. What print journal does YALSA publish?

VOYA

Young Adult Library Services

American Libraries

7. What literary award does YALSA sponsor?

Printz

Newbery

Coretta Scott King

8. About how much money in scholarships, contest, grants and awards does YALSA administer each year?

\$40,000

\$60,000

\$90,000

9. YALSA-BK, an online discussion list about teens and reading, has about how many subscribers?

1,700

2,700

3,700

10. YALSA publishes several books, one of which is called:

Do it Right!

Cool Teen Programs for Under \$100

Teen Scene

The YALSA Challenge Answer Key

1. False
2. True
3. True
4. True
5. True
6. *Young Adult Library Services*
7. Printz
8. \$90,000
9. 3,700
10. *Cool Teen Program for Under \$100*

APPENDIX C: ALA/YALSA Membership Information

(current as of April 1, 2011)

Student Members – includes individuals enrolled in a program for certificate or degree in library and information studies. Certain state chapters have Joint Memberships with ALA. *Student Membership is limited to five total years. \$33.00/year.*

Young Adult Library Services Association (YALSA)

\$50 Regular | **\$20 Student** | \$20 Retired

Publications: Young Adult Library Services (quarterly; \$50 subscription included in dues), YALSA E-News (monthly) and Journal of Research on Libraries and Young Adults (quarterly)

All ALA members are eligible to join any Round Table. Join as many as you wish. Round Table dues are in addition to ALA dues, above, and are at the ‘Regular Member’ rate unless otherwise specified:

- Ethnic and Multicultural Information Exchange (EMIERT) —\$20 (\$10 Student)
- Exhibits (ERT) — \$15
- Federal and Armed Forces Librarians (FAFLRT) —\$15 (Student and Retired: Free)
- Gay, Lesbian, Bisexual and Transgendered (GLBTRT) —\$15 (\$5 Student)
- Government Documents (GODORT) —\$20 (\$10 Student)
Publication: Dttp: Documents to the People (\$10 subscription included in dues)
- Intellectual Freedom (IFRT) —\$15 (\$5 Student)
- International Relations (IRRT) —\$15 (\$5 Student)
ALA International Members residing outside of the USA may join IRRT at no charge.
- Library History (LHRT) —\$20 (\$5 Student)
- Library Instruction (LIRT) —\$15
- Library Research (LRRT) —\$15
ALA Student Members enrolled in doctoral programs may join LRRT at no charge
- Library Support Staff Interests (LSSIRT) —\$10
- Learning Round Table (LEARNRT) —\$20
- Map and Geography (MAGERT) —\$20 (\$10 Student)
- New Members (NMRT) First 10 years \$10
(NMRT Alumni (+10 years of NMRT Membership) \$10)
- Retired Members (RMRT) — \$20
Social Responsibilities (SRRT) —\$15 (\$5 Retired, Student, or Unemployed)
- Staff Organizations (SORT) —\$3
- Video (VRT) —\$20 (Students: Free)

Average Membership Rate per Year for Students:

ALA \$33 + YALSA \$20 = \$53/year (+ Roundtables)

For More Information: www.ala.org/ala/membership/index.cfm

APPENDIX D: Sample Blog Post

Today's Blog Post is all about the Young Adult Library Services Association (YALSA) and young adult services. I don't know how many of you here at the Random School of Library Stuff know about YALSA or how many are even interested in young adult services, but I want to share some information with you all anyway.

I found out about YALSA through an LIS Student Toolkit that was sent to our school a short while ago and so I looked into YALSA and wanted to share with you all about how awesome it is! I have contacted a few people through their [website](#) and I found out that they have a lot to offer. Some people run Interest Groups for YALSA that promote specific topics of interest for students and professionals to get involved in. There's even a Student Interest Group for, you guessed it, students! It's a place to ask questions, share stories and frustrations, get help with research, connect with others who share the same interests and all sorts of good stuff.

If you want to know all about the stuff they get up to at YALSA, you can follow them on [Twitter](#) and [on their blog](#). And if you really like reading books, they have a blog specifically for that too, called [The Hub](#)! I really like reading and they have a lot of good resources on teen books, so I think we here at Random School of Library Stuff should start a book group that reads and talks about the finalists and nominated books from the awards that YALSA works on (the Printz and Morris awards, for example.) If you are interested send me an email. (insert your email address here)

Anyway, I just wanted to let you all know that YALSA is really great and if you're interested in young adult services they can really help you out. Thanks for listening!

APPENDIX E: Resources for Learning More about Libraries and Teen Services

Competencies for Librarians Serving Youth

<http://tinyurl.com/yfu4y2u>

Public Library Data Service Statistical Report

<http://tinyurl.com/4kp6cdc>

United States Census 2009 Data on Teens

<http://tinyurl.com/4ztog8p>

YALSA Wiki: Job Postings & Resources

<http://tinyurl.com/y5vmyap>

YALSA Professional Development Center

<http://tinyurl.com/3y7x8t8>

YALSA's YA Forum

<http://tinyurl.com/4nr5cot>