

**2006 Annual Conference
New Orleans, LA
June 22-28, 2006**

Topic: Blog Update

Background: YALSA launched a blog just before Midwinter 2006. The Board voted at Midwinter to accept the proposed Blog Policy and directed the Executive Committee to work out the details relating to recruiting and compensating a Blog Manager. This was accomplished during their Spring Conference Call.

Action Required: Information Only

Details:

- For the first Blog Manager, the Executive Committee agreed that a \$500 annual stipend was appropriate. The Committee will reevaluate this amount in a year to ensure that it is adequate.
- A message advertising the Manager position went out on March 23. The deadline to apply was April 30. We received two applications, and the Executive Committee selected Linda Braun as YALSA's blog manager. She was notified at the end of May and will serve in this capacity for one year, at which point the Executive Committee will re-evaluate the position responsibilities and the stipend.
- Linda Braun is working with ALA's IT department to work out a few technical issues.
- Blog stats: Right now we're getting nearly 1,000 hits a day. They break down this way:
 - Referrers: These are hits from external web pages referring to this blog.
 - Referring Searches: These are hits from people who came to this blog through a search engine.
 - Syndication: These are hits from RSS news aggregators.
 - Direct Accesses: These are hits from people who came to this blog by direct access (either by typing the URL directly, or using a bookmark).

The majority of hits are from Syndication. We get about 125 Direct Accesses a day.

- YALSA is giving out calendar strips for computer monitors with the blog's URL.
- The YALSA blog can be accessed from the ALA homepage by clicking on the green blog button under the "News" heading.

