

**YALSA Board of Directors Meeting  
Via Conference Call  
August 26, 2011**

**Topic:** YALSAblog Advisory Board Establishment

**Background:** During a July 2011 conference call with mk Eagle, the YALSAblog Member Manager, the idea of establishing an advisory board, similar in concept to the one The Hub has come up. It was decided that an advisory board would be desirable, as it could help with the workload and steering overall direction of the blog. The board discussed the issue in early August via its virtual work space and voted to approve the establishment of this new member group. Including the item as a part of this meeting simply ensures it will be entered into the official record of the association.

**Action Required:** Consent

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**Proposal:** Create an Advisory Board that would provide support to the YALSAblog Manager.

**Rationale:**

- Since the YALSAblog was created five years ago, it has grown significantly. Providing an advisory board to assist the Blog Manager can help ensure that the blog stays fresh and relevant and can help manage the workload.
- Establishing a new member group will offer more opportunities for member engagement.
- Establishing a YALSAblog Advisory Board creates consistency in YALSA, as The Hub already has an advisory board.

**Proposed Charge:**

**YALSAblog Advisory Board**

The YALSAblog Advisory Board's function is to support the Member Manager to ensure that the blog is relevant, innovative and meeting member needs for information about YALSA and the young adult librarianship profession. The Advisory Board participates in the maintenance of the blog and works within the guidelines for the site as set by the YALSA Board of Directors. The Advisory Board also serves in an advisory capacity to the Member Manager of the blog and assists with the collection of content for the site; generates ideas for direction and content; helps obtain, analyze and use member and library community feedback about the site; assists with marketing as needed; and writes for the blog when requested by the manager. Advisory Board size - 7 members, including the YALSAblog Podcast Manager and Blog Member Manager, who serves as chair of the group. Staff Liaison: Stephanie Kuenn, YALSA's Web Services Manager.

**Proposed Qualifications:**

- Current membership in YALSA

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- In order to accomplish work in a virtual environment advisory board members must be competent users of online and social media tools, including but not limited to wikis, e-chats, ALA Connect and Word Press.
- Knowledge of current topics and trends of interest to librarians and library workers serving teens
- Ability to network with individuals in order to identify and recruit bloggers
- Good writing skills

For further information on the responsibilities of committee/jury/taskforce members, visit [YALSA's Handbook](#).

**Proposed Action:** the Board agrees to establish a YALSAblog Advisory Board and directs the President to appoint the Board, which will work between now and June 30, 2013 to oversee the overall direction of YALSAblog and to assist the Member Manager with day to day operations.