

YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Dallas  
January 20 – 24, 2012

**Topic:** Communications Report

**Background:** YALSA's Communications Specialist has provided a communications report for the first quarter of FY12. The report includes information about publications, which is a key revenue stream for YALSA. Marketing information is also included in the report.

**Action Required:** Information

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## MARKETING

- In December, YALSA began a multichannel (listservs, member email blasts, social media, blog posts) campaign to raise funds for the Books for Teens initiative with a goal of meeting a \$500 match. YALSA raised \$800 during the month of December.
- In addition to Books for Teens, marketing efforts between Annual 2011 and now have focused on YALSA webinars and online courses, Midwinter institute and registration, Dollar General Literacy Foundation grants, Teen Tech Week, and more.
- YALSA launched its national research agenda in October at [www.ala.org/yalsa/researchagenda](http://www.ala.org/yalsa/researchagenda), with dedicated outreach to like-minded literacy organizations, SLIS deans, as well as YALSA members
- YALSA began a subscription drive for YALS in fall 2011, with a coupon for NCTE attendees to receive a free webinar-on-demand; future efforts include a January email campaign to ALA members who work with teens and past subscribers to YALS
- YALSA's iPhone app, the Teen Book Finder, will launch January 25 at the Congressional Internet Caucus' Tech Kickoff Reception and Technology Exhibition. The Teen Book Finder features the past two years of selected lists and award-winning books from YALSA, funded by a Dollar General Literacy Foundation grant, and developed by Ora Interactive.
- Best of the Best 2012 will launch February 1 at [www.ala.org/yalsa/best](http://www.ala.org/yalsa/best).
- YALSA now has 9,705 followers on Twitter and 4,860 fans on Facebook. Books for Teens has 1,167 fans on Facebook.

## PERIODICALS:

- *YALSA E-News* is published monthly by staff with member contributors
- Megan Honig began her editorship of *YALS*
- *YALS* instituted its first subscription price increase in five years to \$70 for US subscribers and \$80 for international subscribers
- Gretchen Kolderup became member manager of *The Hub*
- The *YALS* online companion (<http://yalsa.ala.org/yals>) had its soft-launch in November with content added and a full-launch in conjunction with the Winter 2012 issue in January.

- YALS won its fourth APEX Award for Publication Excellence

## **PUBLIC RELATIONS**

- Since Annual, YALSA has sent out more than 50 press releases on topics such as YALSA member awards and grants, the Morris and Nonfiction Awards, Teen Read Week, the Teens' Top Ten, YALSA's participation in the Badges for Learning Competition and Digital Learning Day, and more.
- YALSA issued an article through North American Precis Syndicate (NAPS) on Teen Read Week in October, resulting in 76 print placements in 11 states for a readership of 3 million, as well as more than 200 website placements, for a total of 15 million unique viewers
- YALSA worked with ALA's Public Information Office to distribute the Morris and Nonfiction shortlist announcement through the Associated Press, which resulted in placements in the Washington Post and the Boston Globe, among others.

## **PUBLICATIONS**

### **Coming in Spring 2012:**

- YALSA received a Carnegie-Whitney grant to finance and self-publish *The Complete Summer Reading Program Manual: From Planning to Evaluation*, which includes contributions by Mark Flowers, Megan Honig, Erin Downey Howerton, Kat Kan, Maria Kramer, Christopher Shoemaker, and Connie Urquhart
- *Practical Programming: The Best of YA-YAAC* is being edited by Monique DeLatte and will be self-published by YALSA

### **Later in 2012:**

- Unpublished content originally created for *Annotated Booklists for Every Teen Reader* will be compiled into a book edited by Pam Holley and self published by YALSA
- *Intellectual Freedom for Teens: A Practical Guide for YA and School Librarians* will be edited by Kristin Fletcher-Spear and Kelly Tyler and published with ALA Editions
- Neal-Schuman will publish a series of books on teen librarianship under the aegis of YALSA Guides

### **Future Projects:**

- The next title in the Best of YALS series will focus on programming.
- YALSA will issue a new edition of *Excellence in Library Services to Young Adults* and considering a new edition of *Cool Teen Programs for under \$100*.

## **WEBSITE**

- YALSA, as part of the ALA content management system update, moved to a new site design and information architecture in November 2011. In early 2012, ALA and YALSA will implement an improved search function and will continue to revamp the information architecture and top-level navigation to better fit user experience
- The YA Lit Symposium website launched in September 2011, using Ning, allowing YALSA to consolidate information in one place rather than using the wiki and YALSA website. It also offers attendees opportunities to connect online and post their own content.

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- The Teen Tech Week website launched in November 2011, powered through Ning rather than the ALA website. Using Ning allows registrants to connect with one another online and allows YALSA to post all TTW information in one place rather than multiple channels. It also eliminates duplicate registration, which was a significant problem in past for TTW registration.

Respectfully submitted by Stephanie Kuenn