

2014-2015 ALA CD#28.11_61715_inf
2015 ALA Annual Conference



June 15, 2015

To: ALA Council

CC: YALSA Board

From: Christopher Shoemaker, YALSA President

Subject: 2014 – 2015 YALSA Annual Report

YALSA's main focus this year has been aligning the organization to support the recommendations for re-envisioning libraries from our 2014 report, "The Future of Library Services for and With Teens: a Call to Action." The report called for a paradigm shift in the way which libraries engage with and serve teens, and highlighted cultural, social, and technological changes for which libraries need to be prepared. This is a strategic planning year for YALSA, and the Board has been diligently working to draft a new strategic plan that aligns the association activities and member resources to meet the needs of the Call to Action. The new plan should be complete in early 2016.

The highlights from this year's activities are framed below through YALSA's current strategic plan goal areas: Advocacy and Activism, Capacity Building, Continuous Learning and Professional Development, Member Recruitment and Engagement, and Research and Documentation of Best Practice.

Advocacy and Activism

National Library Legislative Day, Board Advocacy Best Practices and Policies, Supporting Teen Services at Small and Rural Libraries, Advocates Advisory Panel

- Through funds raised for the Friends of YALSA via #Giving Tuesday campaign, two stipends were offered to members to attend National Library Legislative Day. Two school librarians (Jenna Jaureguy and Vandy Pacetti-Donelson), were selected to advocate for teens and libraries through their state delegations. In addition to the Tweet your Senator and Representative campaigns, YALSA also provided scripts for members to call or e-mail their legislators.
- To advance member advocacy efforts, YALSA's Board members committed to increased modeling of advocacy activities. With the adoption of newly outlined best practices and a revised YALSA Handbook, board members are increasing the advocacy work they do for the association.

- Building from the IMLS report on small and rural libraries, YALSA developed an IMLS grant proposal for increasing library services to teens in rural and small communities. Though the grant proposal was not accepted, YALSA is continuing work with ARSL to explore opportunities, and may revise and resubmit the proposal in the fall of 2015.
- To build a diverse pool of professionals in fields or organizations with similar goals and objectives to YALSA, the Board has approved the creation of an Advocates Panel to provide feedback on and disseminate the work of YALSA beyond the library community.

Capacity Building

Standing Committee Vision, Strategic Planning, Member Capacity, Aligning with Futures Report

- YALSA's Board approved the vision and workflow of the new Board Standing Committees, coordinating them to the work of YALSA's member committees and the strategic plan.
- At Midwinter 2015, the Board met with facilitator Alan Brickman to begin discussions on YALSA's strategic planning process.
- As part of Teen Tech Week™, YALSA implemented a Twitter takeover, to invite partners to share resources and issues with YALSA's 31,000+ followers. Topics included connected learning, digital badges, making and makerspaces, practical tips for using digital tools, technology policies and more. Partners for the Take Over include: Best Buy's Geek Squad (@GeekSquad), Make It @ your library (@MakeItLib), 3D Systems(@3dsystemscorp), ALA's Office for Information Technology Policy (@ALA_OITP) and Google for Education (@GoogleforEDU).
- The Dollar General Literacy Foundation has continued to provide generous sponsorship to YALSA for Summer Reading and Learning as well as Teen Read Week.
- Best Buy partnered with YALSA this year to provide members with mini-grants, webinars, and events to support YALSA's member's participation in Teen Tech Week, an annual initiative in celebration of digital literacy.

Continuous Learning and Professional Development

Cultural Competencies Task Force, Expanding Symposium Focus, Joint Taskforce, YALSA Board Fellow, Virtual Learning Opportunities

- In 2015, the YALSA Symposium will have a broader focus, encompassing all aspects of teen services, instead of highlighting only YA literature. Registration is open for the event, which will be held in Portland, OR, Nov. 6 – 8. www.ala.org/yalsa/yasymposium. The 2014 symposium was held in Austin, TX, and had just under 500 attendees.
- YALSA created a Cultural Competence Taskforce to help members ensure the library remains a relevant and welcoming organization in increasingly diverse communities.
- The YALSA/ALSC/AASL Joint Taskforce has focused on increasing partnerships and collaboration between libraries, and has created blog posts and articles that highlight easy to implement, highly actionable ideas for working together.

- At Annual 2015, the Board will welcome the fourth YALSA Board Fellow, Abigail Phillips, a Doctoral Candidate and the School of Information at Florida State University. YALSA's Fellow program encourages members who are interested in governance to gain valuable experience and build skills during this one-year commitment in which they are able to participate in both virtual and in-person Board work in an ex officio capacity.
- YALSA provided virtual networking space, resources, monthly webinars, and more for Teen Tech Week, Teen Read Week, and Summer Reading and Learning via Ning communities.

Member Recruitment and Engagement

Board Diversity, Updated Ethics Policy, Streamlining Committee Appointments, Virtual Committee Work, Access to Connect, Member Awards, Virtual Town Halls, YALSA Blogs

- To ensure that YALSA governance is adequately diverse, the Board approved a Board Diversity Taskforce to review policies and procedures, and work the YALSA Nominating Committee to make recommendations for changes.
- The YALSA Board voted to create an Ethical Behavior Policy, to provide all volunteers with guidelines to ensure that the association is always well represented.
- The YALSAblog completed a visual rebranding project. In the second half of 2014, the blog received 84,142 page views.
- YALSA awarded two Volunteer of the Year Awards. Sarah Hashimoto was recognized for her work as a member of the Amazing Audiobooks for Young Adults Committee and Robin Fogle Kurz, chair of this year's William C. Morris Award Committee also received recognition. The award acknowledges the contributions of YALSA members who have demonstrated outstanding service to the mission, goals and work of YALSA during a given service year.
- Members who were selected to receive YALSA's Writing Award in 2015 included:
 - Sarah Ludwig for best article in Young Adult Library Services: "Everyone Deserves a Place in the Library" Vol. 12 (2) Winter 2014.
 - Anna Tschetter for best post on YALSA's young adult literature blog, The Hub between Dec. 1, 2013, and Nov. 30, 2014: "Books for Boys that Aren't 'Books for Boys'"
 - Shari Lee for best article in The Journal of Research on Libraries and Young Adults: "Beyond Books, Nooks and Dirty Looks: The History and Evolution of Library Services to Teens in the United States" Vol. 4 (May, 2014)
 - Jaina Shaw for best blog post on the YALSA Blog between Dec. 1, 2013, and Nov. 30, 2014: "Robotics for the Rest of Us"
- The Hub, a YALSA blog dedicated to YA literature, received 196,886 page views from June through December 2014. In the spring of 2015 YALSA's Board vote to expand the focus of this blog to encompass all types of formats and materials in YA collections. The expansion will launch in August.
- President Christopher Shoemaker and the YALSA Board held three virtual town- hall meetings this year to discuss professional issues and trends in YA services. Topics included YALSA's strategic planning process, incorporating the Futures report, and member survey results.

Research and Documentation of Best Practice

Programming Guidelines, Partnership Best Practices, YALSA HUB Reboot, Teen Programming HQ, Member Grants and Honors

- The YALSA Board approved new Teen Programming Guidelines, incorporating the work for the Futures Report and connected learning philosophies to assist members in developing, implementing, and evaluating library programs for teens.
- To help library staff build stronger connections outside of the library walls, and grow the number of teens who utilize library resources, the Board approved the creation of a Community Connections Taskforce, to provide resources, best practices, and toolkits that will assist library staff in developing partnerships.
- In order to provide a one-stop-shop for finding and sharing information about library programs of all kinds for and with teens, YALSA is launching Teen Programming HQ in late summer 2015. This site will feature user submitted programs aligned with YALSA's Programming Guidelines and the Futures report. Recruitment for a member manager is currently underway as is beta testing of the site.
- The YALSA Board voted to update the YALSA HUB blog's mission and the YALSA HUB Blog Advisory Board's charge in order to move that important member to the next phase with the release of The Future of Library Services for and with Teens report.
- The Board voted to approve the creation of new taskforces which will work to provide members with current research on and best practices related to Multiple Literacies Resources, and the Future of Teens and Libraries.
- The 2015 YALSA/VOYA Frances Henne grant was awarded to Ligaya Scaff, who will use the \$1,000 grant to provide seed money for her research project, "The Role of Photo and Video Sharing Applications in Teens' Processes of Creative Expression."
- Dr. Mega Subramaniam was selected by the Midwinter Paper Presentation Committee to address attendees in Philadelphia with her paper, "Designing the Library of the Future for and with Teens: Librarians as the 'Connector' in Connected Learning."

It has been an honor to work with the YALSA Board, staff, and members this year as elected President and I am truly grateful to have been able to serve and give back to both YALSA and ALA in this capacity.

Respectfully submitted,

Christopher Shoemaker, 2014-2015 YALSA President