

**YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
June 28 – July 2, 2013**

Topic: Approval of the 2013 – 2014 Committee Task List

Background: In May YALSA’s Executive Committee drafted a task list for the coming year for process committees and advisory boards. The Executive Committee considered last year’s task list as well as the current Strategic and Action plans when drafting the list. The list was then passed on to the Board and Board Liaisons were asked to share the draft with in-coming and out-going chairs to get feedback and to further shape the document. Recommended changes were made and the board reviewed a final draft in mid June. The complete list is provided below and will be posted in YALSA’s online Handbook as well as emailed to the chairs.

Action Required: Consent

Additional Resources

- 2012 – 2013 Committee Task List, <http://ow.ly/mbuX3> (.pdf)

2013 – 2014 Task List for YALSA Process Committees & Advisory Boards

The task list was developed with input from chairs and a final draft will be approved by YALSA's Board of Directors at their June 29th, 2013 meeting.

About the Strategic Plan:

This task list is based on YALSA's Strategic Plan, which can be found at: <http://www.ala.org/yalsa/aboutyalsa/strategicplan>

Strategic Plan Goals:

- Item #1. Advocacy & Activism: Teens and young adult services within all libraries are highly valued as a result of YALSA's advocacy and activism efforts.
- Item #2. Research & Best Practices: YALSA is a recognized source for access to targeted research and best practices relating to teen and young adult library services.
- Item #3. Continuous Learning and Professional Development: YALSA members and those in the library community who work for and with teens and young adults have the knowledge and skills they need to effectively serve them.
- Item #4. Member Recruitment & Engagement: YALSA is a stronger organization because of increased member engagement in the mission and work of the organization, and because more individuals in the library community see the value of membership and make a commitment to join YALSA.
- Item #5. Capacity Building: YALSA has the resources it needs to fully support and fund projects relating directly to its mission and strategic plan.

The road map which details the activities needed to accomplish the goals is called the Action Plan, which can be found at <http://ow.ly/lfyRN> (.pdf)

Implementing Tasks:

- Chairs need to develop and implement their own detailed timeline and work plan in order to facilitate the completion of the work laid out in the task list. Resources to help with this are on the Chair Wiki <http://wikis.ala.org/yalsagroups/index.php/Chairs>, or chairs can consult their Board Liaison
- Chairs are empowered to delegate work to their committee members and set deadlines for them to accomplish the work.
- Chairs are also empowered to work with their board and staff liaisons to obtain more detailed information about the tasks listed below and to resolve questions and concerns about the tasks or related committee work through them.
- Chairs are encouraged to take advantage of YALSA's communication channels to raise awareness about their group and/or to promote their work: www.ala.org/yalsa/aboutyalsa/yalsahandbook/marketingformembergr

- Chairs must be sure to keep a record of documents, accomplishments, unfinished tasks, etc. and make them available to future chairs of the committee/advisory board by posting them to the group's space in ALA Connect before the end of their term.

Committee or Advisory Board	Area of Focus in Strategic Plan	Related Task List
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<p>Continuing Education Advisory Board Chair: Karen Keys, keys.karen@gmail.com Board Liaison: Maureen Hartman, mlhartman@mac.com Staff Liaison: Nicole Munguia, egaus@ala.org</p>	<p>#3 Continuous Learning</p>	<ul style="list-style-type: none"> • Between July and Sept. 2013 determine the desirability of creating a YALSA presence in LinkedIn that provides interested individuals with a virtual place to find resources about and discuss topics of interest relating to professional development and career advancement and submit a report by Oct. 1 to the Executive Committee for their fall meeting • Based on Executive Committee feedback, further work regarding LinkedIn may be forthcoming • Between Oct. and Jan. work with Nicole Munguia, YALSA's Program Officer for CE, to identify individuals to create: <ul style="list-style-type: none"> ○ Monthly webinars ○ YALSA Academy videos ○ Advocacy focused CE via a webinar, canned presentations & Academy videos (including one on how to tell your story) and encourage members to use them at the local and state levels at workshops and conferences • Between Feb. and June work with Nicole to build out a recognition program for members and others who take YALSA CE to use at their work or for job seeking • Throughout the year work with Nicole Munguia, YALSA's Program Officer for CE, to identify individuals to create monthly webinars • Throughout the year post content on the trainers Facebook page, including tips for trainers, links to resources, samples of best practices, etc. • As needed, solicit member & library community feedback to find out their latest CE needs • Utilize the list of YALSA protégés, Emerging Leaders, Spectrum Scholars, etc. to involve them in YALSA CE activities, such as facilitating a discussion forum or webinar
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<p>Division & Membership Promotion Chair: Krista McKenzie, Krista.mckenzie@garrettcollege.edu Board Liaison: N/A Staff Liaison: Letitia Smith, lsmith@ala.org</p>	<p>#4 Member recruitment & engagement #5 Capacity Building</p>	<ul style="list-style-type: none"> • Collect “Why I’m a Member” responses from members at ALA Conferences & add them to the Google map: http://ow.ly/lfzin • Beginning in July, plan and implement a YALSA 201 program either for the 2014 Midwinter Meeting or in a virtual format, working with on logistics (need to decide which by August) • Beginning in Feb. plan & implement a YALSA 101 program for the 2014 Annual Conference, working with Nichole Gilbert on logistics • Beginning in March, work with Letitia Smith, YALSA’s Program Coordinator for Membership, to recruit and prepare members to staff the YALSA booth at Annual 2014 • Throughout the year work with Letitia Smith to reach out to members who are celebrating an anniversary with YALSA and congratulate them • Throughout the year, regularly monitor YALSA’s three new channels for members and post information tailored to each of the audiences (student listserv, school librarian listserv, new member listserv) • Assist Letitia with implementing the member referral program, as outlined in the Self-Guided Marketing Plan
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<p>Editorial Advisory Board Chair: Angela Leeper, aleeper@richmond.edu Board Liaison: Vicki Emery, vmemery@fcps.edu Staff Liaison: Jackie Finneke, sFinneke@ala.org</p>	<p>#3 Continuous Learning</p>	<ul style="list-style-type: none"> ● Throughout the year work with the YALS Editor to <ul style="list-style-type: none"> ○ Identify content for the YALS website that complements each issue of the print journal. ○ identify timely topics for upcoming volumes ○ Disseminate information about both the print and web versions of the journal using YALSA social channels as well as member connections. <ul style="list-style-type: none"> ○ Consider an update to the web-presence and print publication ● Utilize the list of YALSA protégés, Emerging Leaders, Spectrum Scholars, etc. to involve them in YALSA writing activities, such as submitting articles for YALS and/or content for the web companion ● Regularly share information with and coordinate tasks as appropriate with YALSA’s Publications Advisory Board, the Hub Advisory Board, the YALSAblog Advisory Board, and the JRLYA Advisory Board. Forward top five candidates for the YALSA Writing Award to the jury chair by Dec. 1
<p>Executive Committee Chair: Shannon Peterson, shannon.peterson@gmail.com Board Liaison: N/A Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>All goals</p>	<ul style="list-style-type: none"> ● Provide input to Shannon Peterson, YALSA President, for the development of 2014 – 2015 process committee task lists ● Oversee the planning and implementation of Board training and development, including refining the board self-assessment process and learning plans ● Oversee the planning and implementation of Chair training and development ● Monitor and update the Action Plan (companion document to Strategic Plan) ● Facilitate planning and decision making between Board meetings ● Standardize exit interview questions for departing board members

<p>Financial Advancement Chair: Renee McGrath, renee@nassaulibrary.org Liaison: N/A Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#1 Advocacy #5 Capacity Building</p>	<ul style="list-style-type: none"> • Continuously plan for fundraising efforts throughout the year as noted in the FAC manual. • Between July and Sept. 2013 decide on specific fundraising tactics for the 2014 calendar year that will raise at least \$16,000 to support YALSA’s array of member awards and submit your recommended tactics to YALSA’s Executive Committee by Oct. 1 for their fall meeting • Based on Executive Committee feedback, implement the fundraising plan • Between Oct. and Dec. plan for and implement YALSA’s participation in the National Giving Tuesday, on 12/3 www.givingtuesday.org as well as any fundraising activities at Midwinter • Between Feb. and March 2014 decide on a fundraising effort to do around the 2014 ALA Annual Conference and the YA Lit Symposium & work with the Symposium TF and Nichole Gilbert to implement it • In April 2014 update the Fundraising Guide as needed (http://bit.ly/xpYuk4) • In May and June 2014, review and update the FAC manual, as needed • Throughout the year, continue to send thank yous to all donors • As requested, contribute content to the quarterly FOY e-newsletter and send to Letitia Smith, YALSA’s Program Coordinator for Membership • Attend and participate in the Sat. donor reception at the 2014 ALA Annual Conference
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<p>The Hub Advisory Board Chair: TBD Board Liaison: Joy Kim, joy.kim@gmail.com Staff Liaison: Jackie Finneke, sFinneke@ala.org</p>	<p>#3 Continuous Learning #4 Member Engagement</p>	<ul style="list-style-type: none"> • Between Aug. and Nov. create a plan to integrate nonprint YA reading/listening/viewing materials into the Hub, including films. Submit the plan for Board consideration no later than Dec. 23. • From Feb. forward, based on Board feedback begin implementation of the plan to integrate nonprint YA materials • Work with Selection Committee Chairs and the Awards & Lists Marketing Committee on promoting YALSA’s lists and awards • Continue to recruit bloggers, including teen bloggers • Evaluate the success of the Best of the Best Reading Challenge and decide whether or not to implement a BOB or other challenge for 2014 • Continue to find ways to promote information about YA lit reflecting diverse and multicultural populations • Work with YALSA’s Communications Manager to promote the blog, including to non-library audiences • Continue to explore ways to make content as timely as possible and to position the blog so that it can respond immediately to time sensitive news items • Utilize the list of YALSA protégés, Emerging Leaders, Spectrum Scholars, etc. to recruit new bloggers • Regularly share information with and coordinate tasks as appropriate with the YALSAblog & other YALSA publications • Forward your top five candidates for the YALSA Writing Award to the jury chair by Dec. 1
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<p>Interdivisional School/Public Library Cooperation Chair: Betty Marcoux (AASL), betty.marcoux@gmail.com Board Liaison: Jack Martin, Hillias@gmail.com Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#1 Advocacy #3 Continuous Learning #4 Member Engagement</p>	<ul style="list-style-type: none"> • Promote subscriptions to the middlegrd@ala.org listserv and post regular tips on serving middle graders via school and public libraries • Update and expand the content on the Joint School/Public Library Cooperation wiki as needed: http://ow.ly/lg5Fj • Other tasks are determined jointly by the AASL, ALSC and YALSA Executive Committees, but the out-going chair recommends writing a journal article on school/public library cooperation; creating an informational brochure about joint library services to youth
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<p>Legislation Chair: Jennifer Korn Jennifer.korn@cincinnati.library.org Board Liaison: Christian Zabriskie, christian_zabriskie@yahoo.com Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#1 Advocacy, #4 Member Engagement & Recruitment</p>	<ul style="list-style-type: none"> • From July 1- Sept. 2013 provide information and resources to help members plan and implement District Days activities and work with Jackie Finneke to promote it • From July 1 to Dec. 1 2013 work with Jackie Finneke to promote the stipend for a member to attend 2014 National Library Legislative Day (NLLD) • From Sept. to Oct. evaluate the impact of the Advocate of the Month effort and weigh the priority/need against other advocacy activities and determine if it is feasible and desirable to continue for another year. Submit your recommendation to the Executive Committee by Oct. 1 for their fall meeting • After the Nov. 2013 midterm elections, update the Tweet Your Representative & Senator Google Maps for use with the 2014 Legislative Day. • From Dec. – Jan. vet the NLLD applications and choose a winner • Between Feb. and May 2014, work with Jackie Finneke, YALSA’s Communications Manager, to encourage members to participate in NLLD & its virtual component, held on May 6, 2014 • From May – June 2014 plan District Days, Aug – Sep 2014 • Regularly access YALSA’s wiki to ensure the information about National Library Legislative Day, District Days, and other legislation related information is up to date, free of spam and accurate • Throughout the year promote the Washington Office’s free advocacy webinars to YALSA members • Throughout the year promote subscriptions to YAdvocacy listserv and post regular tips on everyday advocacy • Throughout the year model use of social media as an advocacy tool to members and encourage them to use it at the local and state levels, such as Google maps, Storify and Scoop.it
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<p>Midwinter Trends in YA Paper Presentation Chair: Ma'Lis Wendt, mwendt@nyc.rr.com Liaison: Sandra Hughes- Hassell, smhughes@email.unc.edu Staff Liaison: Nichole Gilbert, nilbert@ala.org</p>	<p>#2 Research #3Continuous Learning</p>	<ul style="list-style-type: none"> · From July 1 thru Jan. plan and implement a lecture for the 2014 Midwinter Meeting in Philadelphia, Jan. 24 – 28, working with Nichole Gilbert, Program Officer for Conferences & Events on logistics · Schedule the meeting room and A/V with Nichole before 9/15/13 · Between Feb. and June, work with YALSA's Communications Manager, Jackie Finneke, to promote the call for papers for the 2015 Midwinter to a variety of outlets that span, library, education and other groups which may have research to share, and market the event, by writing posts for the blog, articles for the e-newsletter, etc. · Use the YALSA Research Agenda to identify potential topics for the paper and check in with YALSA's board to see if they have any priority areas they'd like addressed · Communicate regularly with the JRLYA Editor and Advisory Board about the event and to identify potential speakers and topics
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<p>National Guidelines Committee Chair: Mary Arnold, marnold@cuyahogalibrary.org Liaison: Maureen Hartman, mlhartman@mac.com Staff Liaison: Nicole Munguia, egaus@ala.org</p>	<p>#2 Research & Best Practices</p>	<ul style="list-style-type: none"> • Between July 1 and Sept. review YALSA’s portfolio of position papers to identify any that need updating and any gaps in topics for which new papers should be developed and report findings to the Executive Committee by no later than Oct. 1. • Between Oct. and Dec. identify faculty who teach YA and send them regular updates, including tools for their classroom or desk copies of YALSA books • By Jan. 2014 submit a report to the YALSA board with recommendations for updating or revising documents and/or the need to create supplementary materials or tools • Between Feb. and June create a handbook for the committee that provides some details as to carrying out tasks, as stated in the charge. Create and include a timeline for evaluating resources (e.g. 2013 issue briefs, 2014 guidelines, 2015 position papers, 2016 issue briefs, 2017 guidelines, 2018 position papers, etc.) • Throughout the year work with staff to disseminate and promote the guidelines • Throughout the year assist staff with establishing and maintaining liaisons with appropriate decision makers and stakeholders, both inside and outside the library profession that monitor and evaluate the performance of teen services programs and librarians
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<p>Nominating Governance 2015 Chair: TBD Liaison: Chris Shoemaker, cinf0master@gmail.com Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#4 Member Recruitment & Engagement #5 Capacity Building</p>	<ul style="list-style-type: none"> · A detailed work plan is provided in the committee’s manual – please follow that carefully · Update the committee manual, as needed, and archive in the committee’s space in ALA Connect · Provide updates on the committee’s work via the YALSAblog or the e-newsletter in order to inform members about the nominating process and ensure an appropriate level of transparency · Provide regular updates to the President as to the committee’s progress and seek assistance from him in regards to any concerns or challenges finding candidates
<p>Nominating Governance 2014 Chair: Sarah Flowers Liaison: Shannon Peterson, shannon.peterson@gmail.com Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#4 Member Recruitment & Engagement #5 Capacity Building</p>	<ul style="list-style-type: none"> · A detailed work plan is provided in the committee’s manual – please follow that carefully · Update the committee manual, as needed, and archive in the committee’s space in ALA Connect · Provide updates on the committee’s work via the YALSAblog or the e-newsletter in order to inform members about the nominating process and ensure an appropriate level of transparency · Provide regular updates to the President as to the committee’s progress and seek assistance from him in regards to any concerns or challenges finding candidates

<p>Nominating Awards 2015 Chair: TBD Liaison: Chris Shoemaker, cinf0master@gmail.com Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#4 Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> · A detailed work plan is provided in the committee's manual – please follow that carefully · Update the committee manual, as needed, and archive in the committee's space in ALA Connect · Provide updates on the committee's work via the YALSAblog or the e-newsletter in order to inform members about the nominating process and ensure an appropriate level of transparency · Provide regular updates to the President as to the committee's progress and seek assistance from him in regards to any concerns or challenges finding candidates
<p>Nominating Awards 2014 Chair: Pam Holley, pamsholley@aol.com Liaison: Shannon Peterson, shannon.peterson@gmail.com Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#4 Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> · A detailed work plan is provided in the committee's manual – please follow that carefully · Update the committee manual, as needed, and archive in the committee's space in ALA Connect · Provide updates on the committee's work via the YALSAblog or the e-newsletter in order to inform members about the nominating process and ensure an appropriate level of transparency · Provide regular updates to the President as to the committee's progress and seek assistance from him in regards to any concerns or challenges finding candidates

<p>Organization & Bylaws Chair: April Wittaveen, aprilw@deschuteslibrary.org Board Liaison: N/A Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p>#4 Member Recruitment & Engagement #5 Capacity Building</p>	<ul style="list-style-type: none"> · Between July 1 and Oct. conduct a review the Handbook to identify areas for updating · Between Oct and Dec. work with staff and member leaders as needed to create and publish the Handbook updates · Between Jan. and May continue with the next round of committee/jury/advisory board evaluations, based on the calendar created by the previous committee, and submit a report to the board by May 23, 2014 · Throughout the year communicate with and work with chairs as needed to ensure their groups' policies, procedures and charges are up to date and accurate
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<p>Publications Advisory Board Chair: Sarah Flowers, sarahflowers@charter.net Board Liaison: Renee McGrath, renee@nassaulibrary.org Staff Liaison: Jackie Finneke, sFinneke@ala.org</p>	<p>#3 Continuous Learning</p>	<ul style="list-style-type: none"> · Between July 1 and Sept. develop an annotated list of potential authors · In Dec. update/revise the document, “50 Tips for Publishing with YALSA” and have the new draft ready to distribute at Midwinter · Throughout the year maintain the literature review which lists professional book length publications in the field of teen services and identify gaps in topics for potential YALSA publications and maintain the list in the committee space in ALA Connect · Regularly read professional materials (such as periodicals & blogs) to identify potential authors and maintain a list in the committee space in ALA Connect · Throughout the year work with Jackie Finneke to ensure that YALSA authors receive recognition for their contribution to the association · Assist Jackie Finneke with marketing YALSA publications to the membership and the library community · Throughout the year work to help members and leaders in the library community understand the value of writing for YALSA · updating/revise the document, “50 Tips for Publishing with YALSA.” · Assist Jackie Finneke with finding chapter contributors for book-length publications as necessary · Regularly share information with and coordinate tasks as appropriate with YALSA’s the Editorial Advisory Board
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<p>Research Chair: Rebecca Morris, rmorris1855@gmail.com Board Liaison: Sandra Hughes-Hassell, smhughes@email.unc.edu Staff Liaison: Jackie Finneke, sFinneke@ala.org</p>	<p>#1 Advocacy #2 Research #3 Continuous Learning</p>	<ul style="list-style-type: none"> • Help facilitate a YALSA presence at the 2014 ALISE conference • Decide whether or not to submit a program proposal for the 2015 ALA Annual Conference (RFP closes July 1st, 2014) • Decide by August of each year whether or not to hold a YA research forum at ALA Midwinter meetings • In July & Aug develop a calendar and implementation plan to carry out these activities year-round: <ul style="list-style-type: none"> • Regularly monitor and contribute to the Network for Research on Libraries & Teens http://yaresearch.ning.com/ • Update and expand, and encourage others to contribute to, the research pages on YALSA's wiki • Continue to post news and information on academic focused listservs, such as yaresearchers, JESSE and ESLS listservs • Create blog posts and articles that help members and others understand how research relates to their every day work • Keep in regular contact with the JRLYA Advisory Board and the Midwinter Paper Presentation Planning Committee to share information and collaborate, as appropriate
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<p>Research Journal Advisory Board Chair: TBD Board Liaison: Sandra Hughes-Hassell, smhughes@email.unc.edu Staff Liaison: Jackie Finneke, sFinneke@ala.org</p>	<p>#2 Research #3 Continuous Learning</p>	<ul style="list-style-type: none"> • Throughout the year help YALSA’s Communications Manager market the Journal both to potential authors and to readers. • Work with the Journal’s editor to make sure that article reviewers have the skills needed in order to complete the reviewing task successfully. • Referee any submissions in a timely manner, as assigned by the journal editor • Communicate regularly with the Trends in YA Paper Presentation Committee about the paper presentation at Midwinter and publishing the paper in a future issue of JRLYA • Communicate regularly with the Research Committee about topics and authors for JRLYA • Forward your top five candidates for the YALSA Writing Award to the jury chair by Dec. 1
<p>Strategic Planning Chair: Joy Kim, joy.kim@gmail.com Board Liaison: N/A Staff Liaison: Beth Yoke, byoke@ala.org</p>	<p># 5 Capacity Building</p>	<ul style="list-style-type: none"> • Between July 1 and Sept., work with the Board ad-hoc committee to finalize a handbook for this committee • Between Oct. and Dec. develop a process and tools for information gathering that will support the work of the board in evaluating the progress of the action plan and then facilitate the information gathering • Between Jan. and June work with the board on information gathering, using the tool and process that were developed • Throughout the year, work with Shannon Peterson, President, to inform and educate all Chairs about the strategic plan and help them understand how the work of their committee is needed in order to advance the plan • Build skills in relation to information gathering and evaluation by reading articles on the topic, participating in online training, etc.

<p>Teen Read Week Chair: Courtney Lewis, clewis@wyomingseminary.org Board Liaison: Krista McKenzie, Krista.mckenzie@garrettcoll.edu Staff Liaison: Jackie Finneke, sFinneke@ala.org</p>	<p>#1 Advocacy #4Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> · In July vet the applicants according to the criteria on the application form for the TRW mini-grants and send the list of winners (with one runner up) to Letitia Smith, YALSA’s Membership Coordinator · From Aug. – Oct. maintain and regularly update an interactive space on YALSA’s Ning that members can use to share 2013 TRW ideas and resources · From Aug. – Oct. regularly promote TRW with posts to the YALSAblog, information in YALSA’s e-newsletter and through other resources · In Sept. suggest themes for the 2014 TRW and submit them to Jackie Finneke. Please note: the suggestions are just that, and it is possible they may not be used. · From Nov. – Jan. solicit, gather, write and edit content for a theme-specific 2014 TRW guide for librarians. · In Feb. develop content for the 2014 web site, as requested from Jackie Finneke · Create content, as requested by Jackie Finneke for 2014 TRW e-newsletters to registrants, articles for YALS, etc. · Plan & implement Twitter chats leading up to TRW as a means of helping librarians get ideas for celebrating the event · Better position TRW as an advocacy opportunity for front line librarians and library workers by incorporating advocacy into resources and marketing materials for these products and events
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<p>Teen Tech Week Chair: Karen Lemmons, krlemmons@att.net Liaison: April Wittaveen, aprilw@dpls.lib.or.us Staff Liaison: Jackie Finneke, sFinneke@ala.org</p>	<p>#1 Advocacy #4 Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> · In July and Aug., create content for a downloadable 2014 TTW pamphlets which will contain recommended resources for teens that are related to the “DIY” theme. Contact Jackie Finneke, YALSA’s Communications Manager, for samples of previous pamphlets and specific instructions. Submit a draft to Jackie by Aug. 15 and a final copy by Sept. 1. · From Aug. through March lead participation in discussion forums on YALSA’s TTW site to encourage users to interact and to share 2014 TTW ideas and resources · From Aug. – Oct ., provide content for the 2014 TTW web site, as requested from Jackie Finneke, Communications Manager · Between Oct. and Feb. create content, as requested by Jackie Finneke for 2014 TTW e-newsletters to registrants, articles for YALS, etc. · Throughout Nov. create and disseminate YALSAblog posts to promote the 2014 TTW and the launch of the web site · Throughout Feb. create and disseminate YALSAblog posts to promote the 2014 TTW and offer tips for celebrating it · Plan & implement Twitter chats leading up to TTW as a means of helping librarians get ideas for celebrating the event · Better position TTW as an advocacy opportunity for front line librarians and library workers by incorporating advocacy into resources and marketing materials for these products and events
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<p>Teens' Top Ten Chair: Kristen Thorp, klynnt82@gmail.com Board Liaison: Sarajo Wentling, sjwentling@gmail.com Staff Liaison: Nichole Gilbert, ngilbert@ala.org</p>	<p>#5 Member Recruitment & Engagement</p>	<p>Work with Nichole Gilbert, to implement the 2014 round of the Teens' Top Ten</p> <ul style="list-style-type: none"> ○ Update the list of nominations from current Galley groups monthly. ○ Vet nominations and prepare for galley group vote beginning March 16th. ○ Annotate TTT nominations that are announced on Celebrate Teen Lit Day (April 17) and submit to Nichole, for posting online. <p>·Throughout the year work with Nichole to raise awareness about the program via marketing and outreach efforts and to improve communications with publishers</p> <p>·Throughout the year work with Jackie Finneke, Communications Manager, to market the new reads4teens web site</p>
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<p>Website Advisory Chair: Ariel Cummins, ariel.cummins@sanantonio.gov Board Liaison: Krista.mckenzie@garrettcoll.edu Staff Liaison: Jackie Finneke, sFinneke@ala.org</p>	<p>#4 Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> · Work with member groups as needed to establish space on YALSA's wikis · From July thru Sept. 2013, evaluate the current content on the public wiki, determine which sections need 1) updating or sunseting, 2) better integration of YALSA and ALA resources and provide a report to the Executive Committee by Oct. 1 for their fall meeting. · From Nov. thru Jan. work with pre-identified member groups to update their wiki spaces. Include a report of what was accomplished in the Feb. chair quarterly reports to the board · From Feb. thru June, based on the report submitted in Oct., recruit member groups to create content for gaps on the wiki · Regularly (weekly) visit wiki pages and remove spam, as necessary · Throughout the year work with Jackie Finneke, Communications Manager, to regularly inform and educate members about the resources available to them on the web site, taking advantage of events and celebrations to highlight specific resources, in order to address the member survey findings that members had a low level of awareness as to YALSA's web and social media resources · Throughout the year support YALSA's social media presence by retweeting Tweets and liking Facebook posts · Throughout the year represent YALSA on the ALA Web Advisory Committee, and as requested by YALSA's Board, take questions, concerns and suggestions to them
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<p>YALSAblog Advisory Board Chair: Wendy Stephens, wendysteadmanstephens@gmail.com Board Liaison: Jack Martin, hillias@gmail.com Staff Liaison: Jackie Finneke, sFinneke@ala.org</p>	<p>#2 Research & Best Practices #3 Continuing Education #4 Member Recruitment & Engagement</p>	<ul style="list-style-type: none"> • Continue to recruit bloggers, including teen bloggers • Formalize the process and provide guidelines to bloggers for procedures submitting a post for consideration before it goes live, modeled after those for the Hub • Group bloggers with similar interests with liaisons from the advisory board in order to make the monitoring process manageable. • Continue tagging posts and identifying and correcting inconsistencies • Evaluate the success of month-long themed posting and decide whether or not to continue for 2014 • Work with the Communications Manager to implement a new look and graphic design for the blog • Work with YALSA’s Communications Manager to promote the blog • Continue to explore ways to make content as timely as possible and to position the blog so that it can respond immediately to time sensitive news items • Utilize the list of YALSA protégés, Emerging Leaders, Spectrum Scholars, etc. to recruit new bloggers • Regularly share information with and coordinate tasks as appropriate with The Hub & other YALSA publications • Forward your top five candidates for the YALSA Writing Award to the jury chair by Dec. 1 • Seek out individuals to regularly blog about issues, news and resources relating to advocacy and activism in teen services
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