

**YALSA Board of Directors Meeting
ALA Annual Conference, Las Vegas
June 26 – July 1, 2014**

Topic: Topic: Communications Update

Background: A communications report is provided below with information about communications-related projects since Midwinter 2014. The report includes information about publications, which is a key revenue stream for YALSA.

Action Required: Information

MARKETING

- Marketing efforts between Midwinter 2014 and now have focused on YALSA's awards and booklists, promoting webinars and online courses, YALSA publications, Teen Read Week™, Teen Tech Week™, Summer Reading/Learning, Dollar General Literacy Foundation grants, WrestleMania Reading Challenge, and more.
- YALSA's iPhone app, the Teen Book Finder has had 3,499 downloads through the app store since Jan. 2014. The 2014 YALSA book list and award winning titles are in the process of being added to the app with promotion to follow.
- An Android version of the Teen Book Finder app is currently being developed by Ora Interactive, creator of the iOS version and will be available in later summer 2014.
- In April, YALSA announced the 2014 Teens' Top Ten (TTT) nominations. TTT voting begins August 15 and ends September 15. The 25 featured titles were published between Jan. 1, 2013 and Dec. 31, 2013 and can be found on the TTT website www.ala.org/teenstopten and on the new teen friendly Reads 4 Teens website <http://www.ala.org/yalsa/reads4teens>. The votes will determine the 2014 Teens' Top Ten booklist, which will be announced online during Teen Read Week, October 12-18.
- In conjunction with AASL and ALSC, YALSA participated in the annual Joint Youth Division Annual Conference promotional drive, issuing email blasts three times to all youth division members.
- YALSA now has 24,500 followers on Twitter and 8,212 fans on Facebook. Books for Teens has 2,290 fans on Facebook.

PERIODICALS:

- The *Young Adult Library Services (YALS)* online companion (<http://yalsa.ala.org/yals>) has been viewed 37,025 times since its launch in Jan. 2012. Using the site effectively, promoting the available archives from the first ten years of YALS', and building this companion into a destination will be a major task going forward. In an effort to increase subscriptions to YALS, a graphic was created and now appears on the YALS website, The Hub, and the YALSAblog.

- Allison Tran, teen services librarian at Mission Viejo (Calif.) Library, will continue to act as member manager of The Hub, its young adult literature blog, until August 2015. Between January 2014 and May 2014, *The Hub* has had 191,696 page views.
- A new, open access issue (Volume 4: May 2014) of the *Journal of Research on Libraries and Young Adults (JRLYA)* was published featuring five peer reviewed articles: “Motivational Attributes of Children and Teenagers Who Participate in Summer Reading Clubs” by Stephanie Levitt Shaulskiy, Janet L. Capps, Laura M. Justice, Lynley H. Anderman, and Columbus Metropolitan Library; “Beyond Books, Nooks, and Dirty Looks: The History and Evolution of Library Services to Teens in the United States” by Shari A. Lee; “More than Just Books: Librarians as a Source of Support for Cyberbullied Young Adults” by Abigail L. Phillips; “Comics: A Once-Missed Opportunity” by Carol L. Tilley; and “From Dickens to 9/11: Exploring Graphic Nonfiction to Support the Secondary-School Curriculum” by Barbara J. Guzzetti & Marcia A. Mardis. This issue brought the total page views for May 2014 to 5,673, the highest of any month since the journal went online.
- YALSA named Crystle Martin, postdoctoral research associate at the University of California, Irvine, as the editor of *JRLYA* in April 2014.
- YALSA named the winners of its third annual YALSA Writing Awards, with members winning prizes in four categories: Erica Gauquier and Jessica Schneider for best article in the previous volume of Young Adult Library Services (YALS), for “Minecraft Programs in the Library: If You Build It, They Will Come.” (Vol. 11, Number 2); Molly Wetta for best post on The Hub between Dec. 1, 2012, and Nov. 30, 2013, for “What We Talk About When We Talk About ‘Strong’ Heroines in Young Adult Fiction”; Sarah Hannah Gómez for best article in the previous volume of The Journal of Research on Libraries and Young Adults for “This, That, Both, Neither: The Badging of Biracial Identity in Young Adult Realism” Vol. 3, April 2013; and Kelly Czarnecki, Marie Harris and April Pavis for best post on the YALSAblog between Dec. 1, 2012, and Nov. 30, 2013, for “Serving Homeless Teens: What You Need to Know Part 1 of 3,” “Serving Homeless Teens: What You Need to Know Part 2 of 3,” and “Serving Homeless Teens: other ways to help – part 3”.
- The *YALSA E-News* is distributed weekly and is opened on average by over 1,900 readers each week looking to get the latest news from YALSA. It has an approximately 4.8% higher open rate than the industry average.

PUBLIC RELATIONS

- Since Midwinter 2014, YALSA has issued 36 press releases on topics such as YALSA member awards and grants, YALSA’s 2014 awards and booklists, Teen Read Week, the Teens’ Top Ten, Teen Tech Week, partnerships with Best Buy and Connected Learning, WrestleMania Reading Challenge, National Library Legislative Day, JRYLA, summer reading, publications, the National Forum on Libraries & Teens, online courses, webinars, and more.

PUBLICATIONS

- YALSA published a 2014 edition of the Reads 4 Teens recommended reading list for teen patrons as a digital download in May 2014. Reads 4 Teens is a collection of the best

in the latest teen literature and includes 37 customizable pamphlets and 8 bookmarks, each featuring a different theme or genre.

- YALSA published Outstanding Books for the College Bound downloadable pamphlets and posters in April 2014. Each pamphlet can be customized to include library information, hours or teen specific programming. Both black and white and color versions of all the resources are included in this digital download.
- YALSA published *Practical Programming: The Best of YA-YAAC* written by Monique Delatte Starkey in September 2013.

Future Projects:

- *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.
- YALSA plans to issue a new edition of *Bare Bones Young Adult Services* to be edited by Megan Fink and Maria Kramer and published in fall 2014.
- YALSA plans to issue a 6th edition of *Excellence in Library Services to Young Adults* to be edited by Laura Pearle and published in fall 2014.

WEBSITE

- Since January 2014, the YALSA website has had 1,211,890 page views.
- Using Ning for the Teen Tech Week website proved to be successful with registration hitting 1,802 members for 2014. The 2014 Teen Read Week website launched in April and already boasts 2,711 registrants. The 2014 Summer Reading Programs website has 760 members. Ning allows registrants to connect with one another online and allows YALSA to post all the information in one place rather than multiple channels.

ISBN/Item number	YALSA Books & Products	Net Sales FY13	Net Sales to Date FY14
978-0-8389-3582-8	Multicultural Programs for Tweens and Teens	\$ 2,461.00	\$ 372.00
7700-5828	Multicultural Programs for Tweens and Teens--print/e-book Bundle	\$ 118.00	\$ -
978-0-8389-3596-5	Risky Business: Taking and Managing Risks in Library Services for Teens	\$ 808.00	\$ 505.00
7400-5965	Risky Business: Taking and Managing Risks in Library Services for Teens--eEditions e-book	\$ 88.00	\$ -
7700-5965	Risky Business: Taking and Managing Risks in Library Services for Teens—print/e-book Bundle		\$ -
978-0-8389-3569-9	Best Books for Young Adults, 3rd Ed	\$ 594.00	\$ 228.00
978-0-8389-3577-4	Quick and Popular Reads for Teens	\$ 875.00	\$ 515.00
978-0-8389-0835-8	Hit List for Young Adults 2: Frequently Challenged Books	\$ 239.00	\$ 261.00

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978-0-8389-3563-7	Sizzling Summer Reading Programs for Young Adults	\$ 30.00	\$ 102.00
978-0-8389-3587-3	Young Adults Deserve the Best: YALSA's Competencies in Action	\$ 1,426.00	\$ 1,734.00
7400-5873	Young Adults Deserve the Best: YALSA's Competencies in Action--eEditions e-book	\$ 38.00	\$ 30.00
7700-5873	Young Adults Deserve the Best: YALSA's Competencies in Action--print/e-book Bundle	\$ 56.00	\$ -
978-0-8389-3553-8	More Outstanding Books for the College Bound	\$ 184.00	\$ 121.00
978-1-5557-0795-8	Being a Teen Library Services Advocate	\$ 2,909.00	\$ 40.00
7400-7958	Being a Teen Library Services Advocate--eEditions e-book	\$ -	\$ -
7700-7958	Being a Teen Library Services Advocate--print/e-book Bundle	\$ -	\$ 58.00
978-1-55570-793-4	Evaluating Teen Services and Programs	\$ 4,110.00	\$ 1,457.00
7400-7934	Evaluating Teen Services and Programs--eEditions e-book	\$ -	\$ -
7700-7934	Evaluating Teen Services and Programs--print/e-book Bundle	\$ 58.00	\$ 58.00
978-1-55570-794-1	Answering Teens' Tough Questions	\$ 6,802.00	\$ 984.00
7400-7941	Answering Teens' Tough Questions-eEditions e-book	\$ 80.00	\$ -
978-0-8389-8670-7	Practical Programming: The Best of YA-YAAC	\$ -	\$ 4,134.00
42-2013	YALSA's Reads 4 Teens Recommended Reading for Teen Patrons—digital download	\$ 2,436.00	\$ 1,827.00
43-2014	YALSA's 2014 Reads 4 Teens Recommended Reading for Teen Patrons—digital download	\$ -	\$ 841.00
978-0-8389-8604-2	The Complete Summer Reading Program Manual: From Planning to Evaluation	\$ 1,482.00	\$ 612.00
978-0-8389-8523-6	Cool Teen Programs for Under \$100	\$ 1,163.00	\$ 1,019.00
978-0-8389-8559-5	Teen Read Week and Teen Tech Week: Tips and Resources for YALSA's Initiatives	\$ 3,407.00	\$ 1,905.00
5306-0102	Printz Silver Seal	\$ 1,019.00	\$ 10,197.00
5306-0101	Printz Gold Seal	\$ 896.00	\$ 9,797.00

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978-0-8389-8457-4	Excellence in Library Services to Young Adults 5th Ed	\$ 155.00	\$ 11,162.00
5306-1021	Nonfiction Award Winner Seal	\$ 365.00	\$ 1,961.00
5306-1022	Nonfiction Award Finalist Seal	\$ -	\$ 1,235.00
5306-1023	Nonfiction Award Nominee Seal	\$ -	\$ 442.00
5309-0942	Morris Award Seal	\$ 409.00	\$ 1,657.00
5309-0941	Morris Award Honor Seal	\$ 486.00	\$ 1,902.00
5309-0205	Edwards Seal	\$ 113.00	\$ 2,014.00
2012-101	Young Adults Deserve the Best: Strengthening Teen Services through Technology kit	\$ 2,129.00	\$ 4,458.00
2012-103	Young Adults Deserve the Best: Understanding Teen Behavior for a Positive Library Experience	\$ 15,651.00	\$ 19,134.00
2012-104	Young Adults Deserve the Best: Understanding Teen Behavior for a Positive Library Experience—digital download	\$ 525.00	\$ 1,050.00
2012-102	Young Adults Deserve the Best: Strengthening Teen Services through Technology kit--digital download	\$ -	\$ -
TOTAL		\$ 51,112	\$ 81,812

Please note:

- Items shaded in green are self-published works of YALSA
- The chart indicates net sales; however, for those products that are not self-published, YALSA receives just a percentage of the net sales (between 2% - 15% depending on the item)