

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

Topic: Topic: Communications Update

Background: A communications report is provided below with information about communications-related projects since Midwinter 2013. The report includes information about publications, which is a key revenue stream for YALSA.

Action Required: Information

MARKETING

- Marketing efforts between Midwinter 2013 and 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 4,715 downloads through the app store since Jan. 2013. Pursuit of an Android version will begin with a request for proposals (RFP) this fall with development by spring. The 2013 YALSA book list and award winning titles are in the process of being added to the app with promotion to follow.
- In June, YALSA sent approx. 2,000 postcards to nonmembers highlighting products such as online learning, YALS subscriptions, and publications.
- Give the success and traffic of both The Hub and YALSAblog, YALSA updated the 2013 media and sponsorship kit to include information for potential publishers, vendors and other organizations on advertising online through our various channels. The Hub featured its first purchased boombox ad (ran for a month), and our current ad representative will be looking for additional interest moving forward.
- In April, YALSA announced the 2013 Teens' Top Ten (TTT) nominations. TTT voting begins August 15 and ends September 15. The 28 featured titles were published between Jan. 1, 2012 and Dec. 31, 2012 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 2013 Teens' Top Ten booklist, which will be announced online during Teen Read Week, October 13-19.
- 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 promoted the Tweet Your Senators/Representatives Maps in conjunction with Leg Day by reaching out to its members and to a list of nonmembers interested in advocacy, indicated by the award access form. The nonmember blast reached 7,246 emails. The maps was accessed 21,140 times with 157 tweets.

- YALSA now has 17,883 followers on Twitter and 6,828 fans on Facebook. Books for Teens has 1,928 fans on Facebook.

PERIODICALS:

- The *Young Adult Library Services (YALS)* online companion (<http://yalsa.ala.org/yals>) has been viewed 15,081 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.
- Gretchen Kolderup will be leaving her role as *The Hub*'s member manager on August 14, 2013. YALSA is currently seeking a new member manager and applications for this position are due July 1, 2013. Between January 2013 and May 2013, *The Hub* has had 148,752 page views.
- A new, open access issue (Volume 3: April 2013) of the *Journal of Research on Libraries and Young Adults (JRLYA)* was published featuring three peer reviewed articles: "This, That, Both, Neither: The Badging Of Biracial Identity In Young Adult Realism" by Sarah Hannah Gómez, graduate student, School of Library and Information Science, Simmons College; "Taking a Dip in the Crazy Pool: The Evolution of X-Women From Heroic Subject to Sexual Object" by Suzanne M. Stauffer, associate professor, School of Library and Information Science, Louisiana State University; and "YA Literature: The Inside and Cover Story" by Regina Sierra Carter, PhD student, Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign. This issue brought the total page views for April 2013 to 5,193, the highest of any month since the journal went online.
- Sandra Hughes-Hassell will be leaving her role as *JRLYA*'s member editor on July 1, 2013. YALSA is in the final stages of the interview process for selecting a new member editor which will be announced shortly.
- YALSA named the winners of its second annual YALSA Writing Awards, with members winning prizes in four categories: Heather Gruenthal for best article in the previous volume of *YALS*, for "A School Library Advocacy Alphabet" (Vol. 11, Number 1); Maria Kramer for best post on The Hub between Dec. 1, 2011, and Nov. 30, 2012, for "A Salute to the Hunger Games"; Shannon Crawford Barniskis for best article in the previous volume of *JRLYA* for "Graffiti, Poetry, Dance: How Public Library Art Programs Affect Teens" Vol. 2, Number 3 (Fall); and Gretchen Kolderup for best post on the YALSAblog between Dec. 1, 2011, and Nov. 30, 2012, for "Connect, Create, Collaborate: Think Locally, Act Locally!".
- Since January 2013, the monthly *YALSA E-News* is read on average by approx. 3,404 members each month looking to get the latest news from YALSA. It has an open rate of 26% which is higher than the industry average. *YALSA E-News* also marked a bright spot in advertising, a boombox ad at the least was sold for all issues, and full sponsorship for the March & April issues.

PUBLIC RELATIONS

- Since Midwinter 2013, YALSA has issued 40 press releases on topics such as YALSA member awards and grants, YALSA's 2013 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

- *Young Adults Deserve the Best* training kits were made available for purchase in April 2013. Marketing for the kits proved successful as sales for both “Understanding Teen Behavior for a Positive Library Experience” and “Strengthening Teen Services through Technology” (both also available as digital downloads) have started off very strong (see below charts for totals). A press release was distributed, a feature slide and other online graphics highlighting these kits were placed on YALSA’s various sites, and email blasts were sent out to targeted lists promoting the kits. YALSA also reached out to state associations to advertise these kits and successful placements were made on the local level.
- *YALSA has created over 40 downloadable themed booklists, which were compiled by Pam Spencer Holley and Rachel Yoke, which will be for sale via a digital download on the ALA Store prior to Annual. The books on these Reads 4 Teens lists were selected by YALSA’s 2013 selected book and book award committees and were honored by placement on a list or by receiving a literary award. These lists can easily be printed in color or black/white and customized with the library’s information.*
- *Practical Programming: The Best of YA-YAAC* by Monique DeLatte will be self-published by YALSA this summer. It is currently undergoing final copy editing, design, and printing.
- YALSA ran a spring sale (\$10 discount) on select self published titles, which only yielded 8 books being purchased for this discounted price. Flash sales and other ideas are being vetted in an effort to increase publication sales on titles.
- *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. It is currently available on the ALA Store for preorders and will be out this fall.

Future Projects:

- 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 summer 2014.
- *Outstanding Books for the College Bound* will be published in 2014. YALSA is currently seeking an editor for this edition.

WEBSITE

- Since January 2013, the YALSA website has had 1,347,337 page views.
- Using Ning for the Teen Tech Week website proved to be successful with registration hitting 893 members for 2013. The 2013 Teen Read Week website launched in April and with over 408 registrants, is on pace to surpass last year. The 2013 Summer Reading Programs website has 425 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.

- YALSA launched a new micro site aimed at promoting TTT directly to teens called Reads 4 Teens (www.ala.org/yalsa/reads4teens).

Self-Published Books & Products	Net Sales FY2012	Net Sales FY2013
Young Adults Deserve the Best: Understanding Teen Behavior for a Positive Library Experience—digital download	N/A	\$1,890.50
Young Adults Deserve the Best: Understanding Teen Behavior for a Positive Library Experience	N/A	\$15,124
Young Adults Deserve the Best: Strengthening Teen Services through Technology kit	N/A	\$175
The Complete Summer Reading Program Manual: From Planning to Evaluation	\$3,784	\$1,226
Cool Teen Programs for Under \$100	\$3,469.50	\$630.75
Teen Read Week and Teen Tech Week: Tips and Resources for YALSA's Initiatives	\$2,131.50	\$3,255.00
Change Lives T-Shirts (all sizes)	\$800	\$20
2012 Printz Calendar	\$866.06	N/A
Printz Silver Seals	\$914.75	\$919.30
Printz Gold Seals	\$769.65	\$826.35
Excellence in Library Services to Young Adults	\$252	\$171.25
YALSA Nonfiction Award Winner	\$389.95	\$323.30
YALSA Nonfiction Award Finalists	\$318.90	\$281.15
YALSA Nonfiction Award Nominee	\$56.55	\$160.55
William C. Morris Award Seal	\$318.85	\$314.65
William C. Morris Award Honor	\$302.80	\$342.15
Edwards Seal	\$97.15	\$100

YALSA Books Published by ALA Editions	Net Sales FY12	YALSA Royalties FY12	Net Sales FY13	YALSA Royalties FY13
Multicultural Programs for Tweens and Teens	\$2,111	\$253.32	\$1,512	\$181.44
Risky Business: Taking and Managing Risks in Library Services for Teens	\$1,954	\$234.48	\$639	\$76.68
Best Books for Young Adults	\$2,305	\$230.50	\$555	\$55.50
Quick and Popular Reads for Teens	\$1,315	\$131.50	\$767	\$76.70
Hit List for Young Adults 2: Frequently Challenged Books	\$462	\$46.20	\$126	\$12.60
Sizzling Summer Reading Programs for Young Adults	\$326	\$32.60	\$30	\$3
Young Adults Deserve the Best: YALSA's Competencies in Action--print/e-book Bundle	\$280	\$	\$56	\$6.72
More Outstanding Books for the College Bound	\$224	\$22.40	\$120	\$15
Multicultural Programs for Tweens and Teens--	\$171	\$20.50	\$118	\$14.16

YALSA Board of Directors – Annual 2013

Topic: Communications Update

print/e-book Bundle				
Young Adults Deserve the Best: YALSA's Competencies in Action--eEditions e-book	\$89	\$10.68	\$38	\$4.56
Risky Business: Taking and Managing Risks in Library Services for Teens--eEditions e-book	\$88	\$10.56	\$88	\$10.56

YALSA Books Published by Neal-Schuman	Net Sales FY12	YALSA Royalties FY12	Net Sales FY13	YALSA Royalties FY13
Being a Teen Library Services Advocate	\$4,308	\$430.80	\$2,725	\$272.50
Evaluating Teen Services and Programs	\$2,458	\$245.80	\$3,871	\$387.10
Answering Teens' Tough Questions	\$1,998	\$199.80	\$3,990	\$399