

YALSA Board of Directors Meeting
ALA Annual Conference, Las Vegas
June 27 – July 1, 2014

Topic: Dollar General Grant Update

Background: YALSA received a fourth round of funding from the Dollar General Literacy Foundation, which is supporting 2014 summer reading and Teen Read Week™ efforts. The overall goal of this grant program is to provide financial support, resources and training to members to help them implement literacy focused efforts. ALA/YALSA were invited to apply for a fifth round of funding for 2015, and an application was submitted in May. As part of the grant project, YALSA has hired a part time person, Anna Lam, to support summer reading/learning and TRW efforts. She has provided a report below.

Action Required: Information

Teen Read Week Ning Site (www.ala.org/teenread)

Overview:

The Teen Read Week Ning site went ‘live’ for 2014 on April 17, 2014. The theme this year is Turn Dreams into Reality @ your library.

Online Community Members

This year, different from last, we decided not to purge the entire list of members. Comparing the numbers from the conclusion of TRW last year till now, we’ve had about 200 new members join.

Currently, we are at approximately 2,700 members.

Google Analytics (April 17 – May 26)

Page views: 11, 553 (Note: Repeated views of a single page are counted)

Pages with the most views:

- Landing page: 4,248
- TRW Activity Grant: 1,444
- Activity Ideas: 624
- Grants: 397
- Planning page: 316

Sessions: 5, 895 (*A session is the period time a user is actively engaged with your website*)

- New visitors: 4,347 (*An estimate of the percentage of first time visits*)
- Returning visitor: 1,548

Teen Read Week Grant

Overview:

In the past, the TRW grant has suffered from a low amount of interest and applicants. The deadline for the grant last year had to be extended because of the low amount of applicants. In efforts to increase the amount of interest and applicants, we increased and expanded our outreach efforts through facebook, twitter, listservs, and even targeted our messaging specifically at current registrants of the TRW website. In the past, we sent out e-blasts to the registrants through the Ning's "Message Broadcast" functionality. This time around, we targeted the registrants not only through the ning, but also through traditional email. This way, registrants are able to directly reply if they have any concerns or questions about the grant.

2013: 17 applicants

2014: 62 applicants

Analysis:

We saw a significant increase in applicants this year compared to last. Contacting registrants directly through email seems to have made an impact and encouraged more to apply. More targeted outreach seems to be more effective.

Teen Blogging Contest

In celebration of Teen Read Week, we will be featuring teen bloggers on The Hub from Oct 12-18. Teens aged 12-18 can apply for a chance to guest blog for The Hub. Blog posts will revolve around young adult literature and literary culture. The deadline to apply is August 1, 2014.

Teens' Top Ten

TTT Tumblr

The TTT tumblr page is a fun resource targeted (mostly) at teens. It is a social platform where images, gifs, and videos can be shared effortlessly at the click of the "reblog" button to your "followers" who are essentially subscribers to your page (these are the people you are sharing your image, gif, video to). The more followers you have, the better because it increases your visibility and your chances of having your message shared.

Since its creation in May, the TTT tumblr page currently has 680 followers.

Many libraries also now have tumblr pages, many of which do follow our own. This is a nice and different way to connect and share information with libraries. For instance, announcing the TTT finalists, nominees, etc.

2014 TTT Book Giveaway

A set of the 2014 TTT nominees were given away to 100 recipients through grant funds from WWE.

This grant proves to be the most popular amongst all the literacy grants offered by YALSA. Since it is so popular, it might be worthwhile to think about ways we can get the recipients to

help us in return with perhaps outreach or marketing. Currently, we have the recipients send us photos of their teens interacting with the books.

2013: 136 applications

2014: 135 applications

A continuation of this giveaway should be implemented in the future if funds are available.

Summer Reading & Learning Ning Website (<http://summerreading.ning.com/>)

Overview:

The Summer Reading & Learning Ning site is a platform where librarians and educators can share and utilize resources related to summer reading programs. The Ning site is also where the links to the Summer Reading Grant applications can be found.

Google Analytics (January 1, 2014 – May 26, 2014)

The Google analytics for the summer reading & learning ning is a newly implemented tool this year. The stats are as follows.

Page views: 19,777

Pages with the most views:

- Landing page: 4,738
- Summer Reading Grants: 2,190
- 100 Days till Summer Countdown blog post: 1,024
- Forum: 423
- Teen Book Finder App: 407
- Recommended reading tab: 335
- Marketing & Promotion page: 325

Sessions (visitors): 7,722 (A session is the period time a user is actively engaged with your website)

- New visitor: 5,580
- Returning visitor: 2,142

100 Days till Summer Discussion Activities

To create more activity on the Ning site, we implemented a series of discussion activities in celebration of the countdown of summer. We called it our “100 Days till Summer Countdown”. To draw in participants, those who participated would have a chance to win a YALSA gift pack. A total of four discussion activities with different topics related to summer reading & learning programs, took place every 25 days, starting on the 100th day. A blog post on the summer reading & learning site about the discussion activities was also posted and

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linked to on various social media and listservs. In total, the blog post has garnered over 1300 views since being published on March 4, 2014. The discussion activities themselves have garnered a couple hundred views respectively, with about 20-30 posts each. Implementing another similar activity like this would be a good idea next year as well since quite a few participants mentioned through their posts that it was helpful to them.

Summer Reading Grants

New this year, we are utilizing the Summer Reading & Learning Ning site to host the forum spaces for the grantees. In previous years, ALA Connect was used. However, based on feedback we received from last year's grantees, they did not utilize it much because it was a separate and different entity, thus resulting in them forgetting to log in and share updates. Hosting the forum spaces on the ning site instead has so far proved to be a positive change. There has been a fair amount of activity and has received many views from not only the grantees, but also the registrants on the ning site.