

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

Topic: Dollar General Grant Update

Background: YALSA received a third round of funding from the Dollar General Literacy Foundation, which is supporting 2013 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 fourth round of funding for 2014, 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 and TRW efforts. She has provided a report below.

Action Required: Information

Teen Read Week™ (TRW)

Grants

- Grant applications are being accepted now through July 1st for 10 \$1,000 grants to support members' TRW events

Marketing Objectives

- Increase awareness and participation through the creation of a social media calendar and social media messages.
 - Social media outlets being utilized are mainly Twitter and Facebook.
- Update Teen Read Week website content, as well as promotional materials (for example, publicity kit and e-blasts)

Progress

Since the Teen Read Week website has become live in April, the site currently has 413 online community members. Signing up to become an online community member allows participants to have full access to all 2013 TRW resources.

Increasing awareness and participation is an important and ongoing effort that we strive for. Thus, we've opted to utilize social media as a way to accomplish this. We've created a social media calendar that illustrates our efforts to increase top of mind awareness amongst our audience. The social media calendar clearly outlines a social media outreach schedule. Each week, social media messages will be sent out via different social media outlets that highlight different aspects of Teen Read Week. For example, the different types of resources and opportunities (planning tools, grants, sponsorship) available to Teen Read Week participants on the website.

Moreover, we also thought it was important to keep online community members aware and involved on the Teen Read Week website. In efforts to accomplish this, we send out monthly e-blasts reminding them of all the opportunities and resources available for use on the Teen Read Week website. We also try to engage our members by posting relevant info and resources that may be helpful in their efforts of creating a successful Teen Read Week.

Teens' Top Ten

Grants

- Grant applications are being accepted now through Sept. 1st for members to receive a collection of 2013 Teens' Top Ten books for their library

Marketing Objectives:

- Update website content, create new content, and adapt existing content from previous site for a new teen focused site at www.ala.org/yalsa/reads4teens
- Increase awareness and participation through the creation of a social media calendar and social media messages
 - Social media outlets being utilized are Twitter, Facebook, and Tumblr
- Direct traffic to new microsite through the utilization of social media tools and messages

Progress:

In order to reach the teen audience, a Teens' Top Ten microsite was created. Existing information from the current YALSA Teens' Top Ten website was adapted to the new site. New content for the website was also created. For instance, resources for teens such as activities, book lists, and a video featuring the nominees of the 2013 Teens' Top Ten.

Similarly to Teen Read Week, a social media marketing calendar was also created to increase awareness and participation. Bi-monthly tweets promoting the nominees of the 2013 Teens' Top Ten will be sent out through Twitter and Facebook to encourage participation. Twitter and Facebook will also be used to promote events and opportunities related to the Teens' Top Ten. Currently, we are promoting a book giveaway featuring the winners of the 2013 Teens' Top Ten. Twenty libraries will receive a set of the official 2013 Teens' Top Ten titles.

Tumblr is a social media outlet that is being utilized for the first time. Through tumblr, a very visual platform, fun and detailed information/images about the Teens' Top Ten nominees, past winners, and YA related content will be shared making it a comprehensive resource for teens and educators. In order to increase traffic to this new social media outlet, we are tying it in and linking to it through our social media messages on Twitter and Facebook.

Summer Reading Programs (SRP)

Grants

- 20 grants were distributed to libraries to support their literacy focused SRP
- 20 grants were distributed to libraries to support a summer teen intern program
- All grantees participated in an orientation via conference call and are participating throughout the summer in an online community where they can share ideas and best practices with one another

Marketing Objectives:

- Increase participation and discussion on website
- Increase awareness and promotion of SRP materials by creating a social media calendar with promotional messages
 - Main social media outlets: Twitter and Facebook

Progress:

The Summer Reading Program website is a resource for librarians and educators to share ideas and discuss summer reading programs. Currently there are 425 online community members signed up on the website.

A social media marketing calendar was also created for the Summer Reading Program website as a means to increase awareness and promote SRP related resources. Throughout the few months of summer, social media messages will be sent out respectively through Twitter and Facebook on a weekly and bi-monthly basis. The social media messages will highlight various SRP resources such as manuals, toolkits, webinars, etc.

Furthermore, we are also putting efforts forward to increase activity on the SRP website by engaging members through discussion posts and sharing helpful and relevant resources for SRPs. By doing this, we hope the increase in activity will attract the new visitors to sign up and become community members.

Teen Book Finder app

- An updated version of the iPhone app that includes all of the 2013 honorees will launch before the Annual Conference
- The app averages about 227 downloads per week

Additional Resources

- Teen Read Week site, www.ala.org/teenread
- Summer Reading site, <http://summerreading.ning.com/>
- Teen Book Finder app info, www.ala.org/yalsa/products/teenbookfinder
- Related press releases:
 - <http://ow.ly/m54Ft> (teen intern grants)
 - <http://ow.ly/m54IY> (SRP grants)