

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Seattle
January 25 – 29, 2013

Topic: Fabulous Films Proposal

Background: The landing page for YALSA’s Fabulous Films for Young Adults award had 4,092 page views in 2012 (2,588 unique page views). Within this same time period the 2012 Fabulous Films for Young Adults list had 3,207 page views (2,911 unique). These statistics are incredibly low in comparison to the page views for our other selection lists landing pages and list pages. Also, many libraries purchase films at the time of publication or prior to publication, so media lists like FFYA might seem outdated to many members at the time of release. Also, as library vendors continue to rethink how films are distributed to libraries (online, on demand, bulk purchase), the board may want to re-imagine how YALSA provides recommendations for films for young adult library collections. Jack Martin has provided a proposal below for the board’s consideration.

Action Required: Discussion

Proposal:

Morph Fabulous Films for Young Adults from a “titles-libraries-might-have-missed” resource to a “titles-libraries-need-right-now” resource by moving from a committee format to a blogging one. Recruit bloggers to create more robust, timely young adult film recommendations on The Hub. Librarians and library workers would then have a more timely list of films to choose for collections, and members interested in films could participate in recommending them via virtual means. Hub bloggers (especially teen film enthusiasts, including teens) could create more timely recommendations of films for young adult collections in a more expedient way, saving YALSA resources, including staff time.

Rationale:

- Demand for the Fabulous Films list is low. The page view statistics indicate that member usage of YALSA’s Fabulous Films for Young Adults lists is considerably lower compared to our other selection lists. For example the Best Fiction for Young Adults landing page had 23,826 page views (16,050 unique) in 2012, and the actual list itself had 221,941 page views (198,835 unique). Information from the 2008 Selected Lists Survey also indicated that FFYA ranks lower in the memberships’ mind than our other selection lists. Only 14% of 469 survey respondents said they used the Fabulous Films for Young Adults list regularly. When asked why they didn’t use the list, the most common answer

from the respondents was that someone else (other than the teen/youth librarian) had purchasing responsibility for A/V. Other popular responses were that the library doesn't buy films or that the library already owned titles on the Fabulous Films list prior to the publication of the list.

- YALSA values the time that members volunteer to the association and in order to reflect that, it makes sense to redirect member time and talent to an activity that is more productive and that which will better meet the collection development and readers' advisory needs of the membership and library community.
- As members indicate that travel to conferences is becoming increasingly difficult, providing a means for our film enthusiast members to share their passion in a virtual format is a logical step.
- Resources that had been directed at the FFYA list and committee, including member leader and staff time, can be repurposed to pursue priorities in YALSA's strategic plan.
- The web is a visual medium and by providing film information via The Hub, YALSA would be able to take advantage of video clips to help members identify films that would be appropriate for their collections.

Recommended Board Action

The board vote to sunset the Fabulous Films Committee and list at the conclusion of the 2014 committee in January 2014 and direct the Hub Manager and Advisory Board to develop a plan for incorporating films into the content of the Hub, which is ready for implementation in February 2014.