

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Philadelphia, PA**

January 24 – 28, 2020

Topic: **Communications Update**

Background: **A communications report from Anna Lam, YALSA’s Communications Specialist, is provided below with information about communications-related projects since Midwinter 2019. The report includes information about publications, which is a key revenue stream for YALSA.**

Action Required: **Information**

MARKETING/ADVERTISING

- Marketing efforts between Annual 2019 and now have focused on YALSA’s book awards and lists, member awards and grants, webinars, online courses, YALSA publications, YA Symposium, Future Ready with the Library project, and more.
- As of January 6, YALSA has 48.6K followers on Twitter and 14.8K page likes on Facebook.

PERIODICALS

- **The YALSA eNews**
 - The average open rate for 2019 was 20.9% with an average click rate of 6.47%. For 2018, the average open rate was 19.8% with an average click rate of 4.73%.
- **YALS**
 - 66 subscribers
 - YALS became a digital only publication starting with the Spring 2018 issue.

Issue	Total Issue Visits	Unique Issue Visits	Total Page Views	Unique Page Views
Vol 17 No 4 Summer 2019	2,090	1,754	31,226	23,112
Vol 17 No 3 Spring 2019	1,402	1,177	23,203	16,751
Vol 17 No 2 Winter 2019	1,528	1,221	22,314	15,921
Vol 17 No 1 Fall 2018	1,863	1,556	30,427	21,150
Vol 16 No 4 Summer 2018	2,060	1,898	25,177	18,417
Vol 16 No 3 Spring 2018	1,535	1,294	17,900	13,395

- **The Hub Pageviews**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	42,250	41,315	40,302	34,552	33,764	29,010	29,970	30,693	40,917	40,563	35,819	32,794	431,949
2018	34,326	32,245	43,974	38,717	37,054	32,272	30,371	36,845	37,107	42,059	40,944	36,383	442,297
2017	40,564	37,693	39,640	32,699	36,181	29,294	26,522	27,251	31,154	36,000	33,698	30,451	401,147

- **YALSAblog Pageviews**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	11,524	11,888	12,574	10,427	8,935	8,161	10,486	11,703	10,185	11,304	8,899	6,506	122,592
2018	13,429	14,137	14,637	13,373	11,777	10,574	14,864	14,238	12,393	14,226	12,988	10,010	156,646
2017	12,485	14,562	16,616	11,683	11,625	12,663	10,329	13,846	12,123	12,968	13,509	10,973	153,382

- ***Journal of Research on Libraries and Young Adults (JRLYA)***

- Published two new issues:
- Vol. 10 N.3: November 2019
 - [Getting Basic Information Isn't as Helpful as the Nuanced Advice We Can Give Each Other?: Teens with Autism on Digital Citizenship Education](#)
 - [Teen Social Media Practices and Perceptions of Peers: Implications for Youth Services Providers and Researchers](#)
- Vol. 10 N.2: July 2019
 - [Feels Like Home: The Digital Information Practices of Teen Fans](#)
 - [Perspectives on Youth Data Literacy at the Public Library: Teen Services Staff Speak Out](#)
 - [What's Going on Down Under? Part 2: Portrayals of Culture in Award-Winning Australian Young Adult Literature](#)

PUBLIC RELATIONS

- Since Annual 2019, YALSA has issued 17 press releases on topics such as YALSA book awards and lists, member awards and grants, Future Ready project, publications, summer learning, Teens' Top Ten, Teen Programming HQ, Train the Trainer project, YALSA's YA Services Symposium, and more.

PUBLICATIONS & PRODUCTS

- YALSA has teamed up with ALA Graphics to produce a new poster/bookmark “Get in the Game and Vote” aimed at guiding teens through the voting process. A digital, customizable mini-poster and bookmark was also created.
- The first draft of the competencies book is due to YALSA by February 1.

PUBLICATION SALES

Self-Publications

Item	FY19	FY20
73.9780838989616 - Putting Teens First in Library	\$7,679	\$176
73.9780838989999 - Teen Summer Learning Programs:	\$2,936	\$1,360
73.9780838988039 - Teen Services 101: A Practical	\$838	\$120
73.74009616 - Putting Teens First in Library e-book	\$168	\$25
73.64009999 - Teen Summer Learning Programs: e-book	\$143	\$25
73.9780838986707 - Practical Programming: The	\$52	\$56
73.65009999 - Teen Summer Learning Programs: Bundle	\$72	---
73.9780838985595 - Teen Read Week and Teen Tech	\$53	---
73.64009245 - Welcome to the Library: Teen	\$68	---
73.64009243 - Hands-On Learning and the	\$135	---

Published with ALA

Item	FY19	FY20
73.74005965 - Risky Business: Taking and	\$40	---
73.9780838908358 - HIT LIST FOR YOUNG ADULTS 2:	\$46	\$60
73.9780838912003 - Intellectual Freedom for Teens	\$403	\$25
73.9780838935538 - MORE OUTSTANDING BOOKS FOR THE	\$6	---
73.9780838935637 - Sizzling Summer Reading Progs.	\$22	---
73.9780838935699 - BEST BOOKS FOR YOUNG ADULTS	\$24	---
73.9780838935828 - Multicultural Programs for	\$24	\$43
73.9780838935873 - Young Adults Deserve the Best	\$130	\$17
73.9780838935965 - Risky Business: Taking and	\$46	---
73.9780838985700 - Outstanding Books for the	\$508	\$28
73.9781555707934 - EVALUATING TEEN SERVICES	\$499	---
73.9781555707941 - ANSWERING TEENS' TOUGH	\$29	---
73.9781555707958 - BEING A TEEN LIB SERVICES	\$64	\$23

Seals

Item	FY19	FY20
73.53060101B - MICHAEL L PRINTZ AWARD SEALS	\$14,050	\$5,000

73.53060102B - MICHAEL L PRINTZ HONOR SEAL	\$59,390	\$4,050
73.53061022B - EXCELLENCE IN NONFICTION	\$15,600	\$3,250
73.53090941B - WILLIAM C MORRIS AWARD-HONOR/	\$3,450	\$875
73.53060102 - Printz Silver Seals	\$766	\$245
73.53060101 - Printz Gold Seals	\$731	\$193
73.53090942B - WILLIAM C MORRIS AWARD SEAL	\$525	\$875
73.53061022 - YALSA Nonfiction Award Finalist	\$405	\$110
73.53090942 - William C. Morris Award Seal	\$326	\$115
73.53090941 - William C. Morris Award Honor	\$320	\$13
73.53061023 - YALSA Nonfiction Award Nominee	\$126	\$26
73.53090205 - Edwards Seal	\$94	---

WEBSITE

- **June – Dec. 31, 2019:** 800,694 pageviews
- **June – Dec. 31, 2018:** 889, 380 pageviews

Later in 2020:

- Currently, a publication based on the new Teen Competencies for Library Staff document is in the editing stage. The editor plans to submit a first draft by February. The publication's tentative publication date is Summer 2020.