

**YALSA Board of Directors Meeting  
ALA Annual Conference, Chicago  
June 23 – 27, 2017**

**Topic:** Teen Programming HQ report for Annual

**Background:** During the 2017 Midwinter Meeting, the Board addressed the need to evaluate member awards and grants to make sure that they are aligned with the Organizational Plan and members' needs, and formed a short-term task force to evaluate YALSA's portfolio of member scholarships, grants and awards, and submit a report of its findings for the Board's meeting at the ALA Annual Conference. Leah Hembree, on behalf of the Member Awards Evaluation Taskforce, has submitted the following report for the Board's consideration.

**Action Required:** Discussion

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### Overview

YALSA maintains and administers several member awards and grants, but has not in recent memory (12+ years) ever taken the step to examine them and their impact for YALSA and for its members. In the evaluation below, neither the Emerging Leader nor Spectrum Scholar programs are included, because each of these awards are selected through an ALA jury process, not YALSA, and therefore participation data was not available. It should be noted that in the past YALSA has supported between 1 and 2 Emerging Leaders (\$1,000 per EL) per year, and 1 Spectrum Scholar (\$6,500) per year. Both are funded through Friends of YALSA, and both do support the Organizational Plan. The Spectrum Scholar directly addresses YALSA's goal of diversifying the membership, and the Emerging Leader effort addresses the goal of providing leadership training and opportunities to members.

#### **Awards (to recognize past achievement)**

- Outstanding Achievement Award
  - Award Description: This award of \$2,000 is funded by ABC-CLIO/Greenwood Publishing and recognizes the national contributions of a YALSA member who has demonstrated unique and sustained devotion in two or more of the following areas to young adult services: promoting services for and with young adults, conducting and publishing research about young adult services, mentoring other professionals in the field, or for notable efforts in the work of the Young Adult Library Services Association. Successful nominees have a demonstrated track record of work that has had a significant and lasting impact on the profession or YALSA. The purpose of the cash award will be to enable the recipient to further his or her good work in the field of young adult librarianship.

- Number of Times Awarded from 2012-2016: 3 (awarded every other year), 21 total applicants
- Organizational Plan and Teen First Model Alignment: Supports the Plan by recognizing those who advocate, lead the transformation of teen library services and further the mission of YALSA.
- MAE Award for Best Literature Program for Teens
  - Award Description: The annual MAE Award is designed to honor a member of YALSA who has developed an outstanding reading or literature program for young adults. The award provides \$500 to the winner and an additional \$500 to the winner's library or library agency. The award is made possible through the Margaret A. Edwards Trust.
  - Number of Times Awarded from 2012-2016: 5, 43 total applicants
  - Alignment with Organizational Plan and Teen First Model: “The purpose of the reading or literature program must be to bring young adults and literature together in an innovative and impactful way, and to encourage the development of life-long reading habits.” This meets the organizational plan by leveraging “YALSA programs, activities, and communications to promote the transformation of teen library services.”
- Volunteer of the Year Awards
  - Award Description: The YALSA Volunteer of the Year Awards acknowledge the contributions of YALSA members who have demonstrated outstanding service to the mission, goals and work of YALSA during a given service year. The recognition includes a one year membership to YALSA and a commemorative certificate for each category's winner(s). Awards are given out to one of 3 categories: chair, appointed member and group contribution.
  - Number of Times Awarded from 2012-2016: 8 individual and 2 groups (11 people total) for 19 total awards (2013-2016), 46 total applicants
  - Organizational Plan and Teen First Model Alignment: Meets the organization plan strategy to "Train, empower, and support YALSA members to conduct advocacy at all levels."

**Fellowships, Scholarships and Stipends (to support learning and professional development)**

- Annual Conference Stipends
  - Award Description:
    - Baker and Taylor Company funds two grants of \$1,000 to one school librarian and one public librarian who work with or for young adults to enable them to attend the Annual Conference for the first time.

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- Dorothy Broderick Student Scholarship, is funded by YALSA's Leadership Endowment and is awarded to a graduate student attending the conference for the first time.
- Number of Times Awarded from 2012-2016:
  - Baker and Taylor Conference Grant: 8, 45 total applicants. Number of applicants per year varies greatly depending on where the conference is held.
  - Dorothy Broderick Student Scholarship: 3 (first awarded in 2014), 7 total applicants.
- Organizational Plan and Teen First Model Alignment: This supports the organizational strategy to "Implement ongoing curricula to build knowledge and skills required to bring about the transformation of teen library services."
- Board Fellowship
  - Award Description: YALSA sponsors one Fellow to attend conferences and work on the board to gain leadership skills and learn about association governance.
  - Number of Times Awarded from 2012-2016: 2 (new as of 2015), 15 total applicants
  - Alignment with Organizational Plan and Teen First Model: This ties into the organizational plan strategy to "Institute a three-track leadership development curriculum for (1) front line library staff, (2) managers, and (3) senior leadership for YALSA and the profession."
- YA Services Symposium Travel Stipends
  - Award Description: Two stipends of up to \$1,000 in funds for travel and registration given to one to a library worker and one a MLS student to attend the Young Adult Services Symposium.
  - Number of Times Awarded from 2012-2016: 8 (not awarded in 2013), 38 total student applicants and 70 total worker applicants. As with Annual Conference Stipends, the number of applicants per year varies greatly depending on where the conference is held.
  - Organizational Plan and Teen First Model Alignment: This supports the organizational strategy to "Implement ongoing curricula to build knowledge and skills required to bring about the transformation of teen library services."

**Grants (to fund future projects, services or resources)**

To support the profession:

- Francis Henne Research Grant
  - Grant Description: This annual grant of \$1,000 is to provide seed money for small scale projects which will encourage research that responds to the YALSA Research Agenda.
  - Number of Times Awarded from 2012-2016: 5, 29 applicants

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- **Organizational Plan and Teen First Model Alignment:** This meets the organizational plan by leveraging “YALSA programs, activities, and communication to promote the transformation of teen library services.”
- **Midwinter Paper Presentation**
  - **Award Description:** YALSA's Past Presidents will sponsor a paper presentation at Midwinter Meeting each year on trends impacting young adult services. The selected presenter will receive up to \$1,500 to defray registration and travel costs
  - **Number of Times Awarded from 2012-2016:** 5, 17 total applicants in 2015 and 2016
  - **Alignment with Organizational Plan and Teen First Model:** This aligns with the Organizational plan and specific outcomes such as “30% of YALSA members have used YALSA’s leadership development offerings in some form, and 90% of those who have used YALSA’s leadership development offerings self-assess as having increased or improved their leadership skills.”
- **National Library Legislative Day Stipend**
  - **Stipend Description:** YALSA’s YA Advocacy Travel Stipend will enable two qualified recipients to receive up to \$1,000 to attend ALA’s National Library Legislative Day, is held in Washington, D.C. each May.
  - **Number of Times Awarded from 2012-2016:** 4 (not given in 2012 or 2013), 16 total applicants
  - **Organizational Plan and Teen First Model Alignment:** This reinforces the organizational plan strategy: "training, empowering, and supporting YALSA members to conduct advocacy at all levels.”

To support front-line library activities:

- **Collection Development Grant (materials)**
  - **Grant Description:** This annual grant is funded by Baker & Taylor and awards \$1,000 for collection development to two YALSA members who represent a public library, and who work directly with young adults ages 12 to 18. Applications must be received in the YALSA office by December 1 each year.
  - **Number of Times Awarded from 2012-2016:** 12,
- **Organizational Plan and Teen First Model Alignment:** Supports the Organizational Plan by leveraging “YALSA programs, activities, and communication to promote the transformation of teen library services.”
- **Great Books Giveaway Competition (materials)**
  - **Award Description:** Each year the YALSA office receives approximately 3,000 newly published children's, young adult and adult books, videos, and CDs for review. YALSA and the cooperating publishers annually offer one

year's worth of review materials as a contribution to up to 3 libraries in need. The estimated value of this total collection is \$48,000.

- Number of Times Awarded from 2012-2016: 15, 54 total applicants
- Alignment with Organizational Plan and Teen First Model: It meets the organizational plan that, “Libraries reach out to and serve ALL teens in the community no matter what their backgrounds, interests, needs, or abilities, and whether or not they frequent the library space.”

### **Overall Recommendations**

- According to the Membership Awards Survey, 39.81% of survey respondents do not know about the YALSA membership awards and 44.6% of the respondents feel they do not qualify for the awards. From the results of the survey, it seems that many of YALSA’s awards and grants, except for specific ones listed below, are ample in number but need more effective marketing strategies to inform members of what is available and what the qualifications are for the different opportunities. Moving the marketing of the awards to staff from award juries is an opportunity to re-think how marketing is done and to institute changes such as targeting specific segments of members about specific opportunities that match them in some way, such as through type of library, stated interest, type of member, etc.
- The travel stipends support the Organizational plan well and continuously pull many applicants; however, according to the 2017 Membership Survey, members who are not new to conferences are not eligible for these and would like to see the addition of a conference stipend opportunity in place for them as well. Establishing a conference stipend for this segment of the YALSA membership would address even more membership need. Funding travel to state and regional conferences could contribute to the Organizational Plan’s strategy of leveraging “relationships with state and regional associations to promote the transformation of teen library services”.
- Collection development grants continue to be needed and receive high numbers of applicants each year. It is suggested that they are expanded.
- According to the member survey ran by the Member Recognition Taskforce, suggested new awards for YALSA to pursue fell into these main categories:
  - Type of member: new, retired
  - Type of job: non-librarian, school librarian
  - Type of work: outreach, research, partnering, advocacy, intellectual freedom, innovation, promoting literacy, fostering diversity,
  - Academic scholarships for students
  - Travel scholarships for mid-career members
  - Best librarian voted for by teen patrons

A best practice in the industry is to offer incentives and awards for whatever your organization wants more of. So, the board should decide which of these ideas most aligns with the priorities in the Organizational Plan, and move forward with them.

- According to the survey, school librarians and library workers feel that they are not as supported by YALSA as they could be. This can be addressed in two key ways:
  - Reviewing all award language on the web site, in fliers, etc. to ensure that it is explicitly stated which award is open to which types of members
  - Creating customized marketing messages just for school library members

### **Financial Considerations/Impact**

- Increasing the number of grants or adding additional grants would require more funding and marketing resources, as well as additional time from YALSA members and staff

### **Recommended Board Action**

- We recommend that the YALSA staff 1) revisit marketing efforts and implement targeted marketing strategies to ensure that members are aware of these opportunities and know which ones they are eligible for; and 2) review and clarify all awards language to ensure it is clear that which types of members can apply for which opportunities
- We recommend that the Board of Directors consider new sponsorships and funding to increase award and grant opportunities as specified in the Overall Recommendations portion of this document.

### **Additional Resources**

- The Future of the Library's Report  
[http://www.ala.org/yaforum/sites/ala.org.yaforum/files/content/YALSA\\_nationalforum\\_Final\\_web\\_0.pdf](http://www.ala.org/yaforum/sites/ala.org.yaforum/files/content/YALSA_nationalforum_Final_web_0.pdf)
- “Ignite Industry Innovation with a Competition,”  
[https://www.asaecenter.org/resources/articles/an\\_magazine/2010/apr/ignite-industry-innovation-with-a-competition](https://www.asaecenter.org/resources/articles/an_magazine/2010/apr/ignite-industry-innovation-with-a-competition)
- List of YALSA member grants, stipends, scholarships and awards:  
[www.ala.org/yalsa/awardsandgrants/yalsaawardsgrants](http://www.ala.org/yalsa/awardsandgrants/yalsaawardsgrants)
- The 2017 Membership Awards Survey Results  
<https://www.surveymonkey.com/results/SM-5JH39G3H/>
- YALSA's Organizational Plan  
<http://www.ala.org/yalsa/aboutyalsa/Organizationalplan>
- YALSA's Teen First Model, <http://www.ala.org/yalsa/teens-first>