

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

Topic: National Celebration Concept

Background: YALSA’s Strategic Plan includes a goal of Advocacy and Activism stating, “Teen and young adult library services within all libraries are highly valued as a result of YALSA’s advocacy and activism efforts.” The Action Plan calls for YALSA to, “Better position existing YALSA resources and events, such as book awards, TRW, and TTW as advocacy opportunities for front line librarians and by library workers by incorporating advocacy resources and marketing materials for these products and events.” While work has been done to incorporate advocacy into existing events, a more focused celebration may be more effective in terms of advocacy. Jennifer Korn has presented a proposal below for Board consideration.

Action Required: Discussion

Proposal:

Replace "Celebrate Teen Literature Day," which occurs on the Thursday of National Library week, with "Celebrate Teen Services Day" that focuses on and advocates for library services for teens.

Rationale

Celebrations currently in place:

YALSA supports the following nation-wide teen-focused celebrations:

- Teen Tech Week™ www.ala.org/teentechweek
- Celebrate Teen Literature Day
http://wikis.ala.org/yalsa/index.php/Celebrate_Teen_Literature_Day This event is not widely celebrated or promoted by the library community, and efforts could be better served with a new celebration.
- Teen Read Week™ www.ala.org/teenread
 - These existing events focus on specific types of programs for teens rather than teen services overall.
 - While advocacy can and does come out of these celebrations, and tools have been created to help celebrators use these events as advocacy opportunities, these celebrations do not focus on advocacy for teen services specifically.
- ALA and several ALA divisions host celebrations with a service and advocacy focus, including the following examples:

- Banned Books Week (OIF): focus on Intellectual Freedom, <http://www.bannedbooksweek.org>
- El Dia (ALSC): initiative with focus on literacy, <http://dia.ala.org/>
- National Library Week (ALA): general celebration of libraries, www.ala.org/nlw
- School Library Month (AASL): this celebration coincides with National Library Week, celebrating school libraries, www.ala.org/aasl/slm/
- Money Smart week: with a focus on financial literacy services at the library, <http://www.moneysmartweek.org>

Anecdotal evidence indicates that national-level, YALSA/ ALA supported initiatives are more likely to be supported by managers and library administrators and also have a greater impact on decision makers and community members.

- Several other organizations host similar advocacy focused events.
 - The Afterschool Alliance's Lights on Afterschool celebration. <http://www.afterschoolalliance.org/loa.cfm>
 - The Boys and Girls Club of American BGC Week. <http://bgca.org/clubtour/Pages/ClubTour.aspx>
 - American Education Week. <http://www.nea.org/grants/19823.htm>

Why is this needed?

- According to the 2012 PLA PLDS Statistical Report, only one-third of public libraries employ a dedicated teen services professional. There has also been a significant decrease in the number of professionals employed in school libraries and in the number of school libraries overall. (<http://www.ala.org/news/state-americas-libraries-report-2013/school-libraries>)
- 28.2% of the public libraries that responded to the PLDS 2012 Statistical Report do not provide any kind of focused young adult services. (<http://publiclibrariesonline.org/2012/12/the-public-library-data-service-2012-statisticalreport-characteristics-and-trends/>)
- There is currently no celebration of overall library services for and with teens. This kind of celebration would provide opportunities to advocate the necessity of teen services to other library staff, administrations, directors, community members, and legislators.
- This kind of celebration would support the advocacy points of YALSA's Strategic Plan and Action Plan.
- It would also support and advocate for points made in *The Future of Library Services for and with Young Adults: a Call to Action* report.
- A celebration would encourage partnerships between YALSA and national youth serving organizations that have community-level presence. This would in turn, encourage partnerships between libraries and their local community organizations.
- A celebration of services with a focus on advocacy will build the membership's capacity for advocacy.
- If the event were celebrated during National Library Week, it would be a way of YALSA demonstrating clear support for this ALA initiative.

Celebrate Library Services for Teens Event

Model a celebration day on the Lights on Afterschool celebration, of which advocacy of a particular service is a primary goal. www.afterschoolalliance.org/loa.cfm

- Establish a celebration day during National Library week that focuses on library services for and with teens and incorporates a strong advocacy piece.
- Design the event so it is celebrated at public and school libraries of all sizes across the country to ensure community and national impact.
- Structure the event so participating libraries can celebrate in a way that best highlights their existing services and needs –be it a program, a teen panel discussion, a display, etc.
- Partner with a national organization to increase the event's profile and provide needed resources.

Possible Next Steps

- Designate a date on which to host this celebration each year and determine which year to launch it.
- The Board will help identify and contact potential partners and supporters.
- Since many of the tools that could be used for the event already exist on the National Library Legislative Day and District Days wiki pages, and would likely just need minor editing and reorganization, recruit a member from the Publications Advisory Board, the Legislation Committee, and/or the Advocacy Resources TF to work on:
 - Developing a best practices list and share it with the membership.
 - Developing a list of event ideas and resources to be shared with the membership.
 - Working with YALSA's office to promote the event and all associated resources to members through YALSA's website, blog, newsletter, social media, listservs, press releases, etc.