

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Atlanta
January 20 – 24, 2017**

Topic: Recommendations for Transforming Select Member Groups

Background: At their June 2016 meeting in Orlando, the Board began the process of evaluating YALSA’s portfolio of committees, juries, taskforces, and advisory boards in order to 1) explore options for re-envisioning them so that they were better positioned to support member interests, skills and lifestyles; and 2) to re-align the organization’s structure so that it was better positioned to carry out the work needed to support the new Organizational Plan. The Board ran out of time and wasn’t able to discuss all 50+ member groups in Orlando, so the Transforming Teen Services Standing Board Committee was tasked with reviewing the remaining groups and submitting a recommendation to the Board. Crystle Martin, chair of the committee, has submitted the following information for the board to discuss and take action on at their August 1, 2016 virtual meeting. In order to be entered into the official record of the organization, this document is presented as a consent item for the Board’s 2017 Midwinter Meeting.

Action Required: Consent

For each committee, a range of options is available for transforming its work and structure so that it is better positioned to meet YALSA and member needs, including:

- Keep the committee as is
- Sunset the committee
- Combine the committee with another group, or move some of its work to another group
- Move the work of the committee to staff
- Re-envision the scope or structure of the committee
- A combination of the above

The job of the board is to determine which of the above scenarios is the best option to pursue, taking in consideration:

- Members’ desire for virtual and short-term volunteer opportunities
- The work that YALSA needs to get done, as prioritized in the Organizational Plan and the Implementation Plan
- The capacity of the organization in terms of member time and expertise, staff time and expertise, resources, funds, etc.
- The library and youth development landscape: what similar work is being done and whether there are needless redundancies and overlap
- Other: any additional factors the board identifies

Awards Committee Nominating Committee

If the board approves a by-laws change that would go for a vote before the membership to streamline the process for the Morris, Nonfiction and Printz Committees so that all positions were appointed and none were elected, this committee will automatically end. However, if this by-law is not changed, sunset this committee and reassign the work to a short term task force. While the work that this committee does is very important, it does not need to be a year-long committee, especially once the slate is approved and confirmed.

Recommendation: leave the committee as-is.

Rationale: Until the board has a chance to review and discuss the bylaws proposal from the O&B Committee before making any decisions about this group, it does not make sense to make any changes.

Awards & Selection Committee Oversight Committee

This committee has been recently established, and given that the awards committees will remain full year commitments, the main work of this committee should continue as currently laid out; however, the scope of the committee may need to be revised based on how selection committees are transformed.

Recommendation: leave the committee as-is

Rationale: Until the board has a chance to review and discuss the bylaws proposal from the O&B Committee before making any decisions about this group, it does not make sense to make any changes.

Competencies Update Taskforce

Recommendation: Keep this taskforce the same.

Rationale: The taskforce is already implementing changes that the standing committee had originally suggested.

Division and Membership Promotion Committee

Recommendation

1. Expand and reframe the work and structure of this committee by reassigning some of the work to short term groups so that the standing committee can focus more on year-round retention recruitment efforts.
 - a. Form a short-term member group to identify YALSA leaders at the local, state, and regional level as outlined in the strategies of the organizational plan.
 - b. Keep a year round committee to promote retention through activities such as recognizing member anniversaries, outreach to lapsed members, campaigning to recruit members, and more. Revisit the charge of the committee to ensure that it is up to date and aligned with the new organizational plan.
 - c. Form a short term member group to plan member recruitment/retention activities at conferences, such as the YALSA 101 program.

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Rationale: Member recruitment and retention is a significant part of any association, and diversifying the membership is a key strategy in the new organizational plan. In order to be successful with such a large responsibility, YALSA will need to engage the expertise of member volunteers, staff and stakeholders.

President’s Planning Taskforce

Recommendation: Let each President determine the scope and length of work, and the best format for achieving that.

Rationale: The scope of this taskforce’s work varies from President to President, as it relies heavily on what the Presidential Initiative is and whether the President prefers the group to work specifically on the hour and half long President’s Program and Membership Meeting at ALA Annual or if they would want the taskforce to help implement the theme throughout the year.

Research Committee

Recommendation: Expand and reframe the work and structure of this committee by reassigning some of the work to short term task forces so that the standing committee can focus more on publishing key documents

- Modify focus of committee so that on alternating years they do an environmental scan of existing research to create a Top Trends document and on the alternate year update the Research Agenda. Continue writing blog posts about their work
- Create a new virtual group to seed content in and both encourage and monitor discussion on the research wiki page, yaresarchers listserv and Network for Research on Libraries and Teens
- Ensure that the YALSAblog manager recruits a small cadre of bloggers to write about research related issues
- Ensure staff leverages communication channels like the yaresarchers listserv to encourage researchers to submit program proposals for conferences

Rationale: the varying tasks around research point to a need to recruit members with different skill sets and interests. In the past, all of these responsibilities have been assigned to a single group, but the committee has historically preferred to focus on writing and shied away from other tasks. Keeping a standing committee helps members from the academic community by creating a visible and continuous group that demonstrates to their university they are contributing to the library community.

School and Public Library Cooperation Interdivisional Committee

Recommendation: Remain the same.

Rationale: Since this is an interdivisional committee, YALSA doesn’t have sole authority to change it. In addition, this is the only formal entity that connects the three youth divisions to one another. The AASL/ALSC/YALSA Executive Committees meet twice yearly and as a part of the meeting discuss the scope and work of this committee. This would be the best venue for re-envisioning this group, if the board decided it was warranted.

Summer Learning Taskforce

Recommendations: Sunset the taskforce, and create a short term committee

Rationale: since the work is mostly centered in the winter and spring anyway, in preparation for summer, a short term group would be a better fit.

Selection Committees: Amazing Audiobooks Committee, Best Fiction for Young Adults Committee, Great Graphic Novels for Teens Committee, Quick Picks for Reluctant YA Readers Committee (Popular Paperbacks was already addressed in [Board Document #40](#) at the Annual Conference)

Possible Recommendations:

1. For each selection committee, transition to The Hub beginning Feb. 1, 2017, where materials will be reviewed and discussed monthly by member bloggers. All posts on The Hub will be tagged, categorized, and branded to make for easy discovery by anyone interested in the content. Hub bloggers will post a monthly roundup of titles posted during past four weeks that are tagged and categorized as audiobook, best fiction, graphic novel, quick pick, etc. Each fall a virtual member group will be assembled and assigned to a two month project where they will select the top titles from those that have been written about during the year. This group will post their “Best of the Best” list in early December, which will be available on the Hub. YALSA staff and The Hub Member Manager will develop a transition plan by no later than Dec. 1, 2016 that will include, but not be limited to, considering such key issues as:
 - Ways in which YALSA members can participate fully in discussion and development of lists both virtually and in-person at conferences, meetings, and perhaps local, state, regional events.
 - Ways in which teens can participate in the discussion and development of lists virtually but also at local, regional and national events facilitated by YALSA members.
 - Ensuring a diversity of voices represented in The Hub activities.
 - Building the scope and capacity of The Hub so that 1) a wide variety of members can participate in the development of reviews and lists, 2) the Hub will include a searchable database of current and past selected and best of the best lists.
 - Including a plan for the YALSA Board to evaluate this structure after one year using indicators devised once the transition to the new format is in place.
 - Including recommendations for promoting and marketing The Hub and its expanded scope
 - Providing recommendations for communicating the changes to the membership and engaging them in the transition work, including recommendations for any selection committee members whose term is not set to end until January 31, 2018
 - Discuss recommendations for informing and engaging the publishing community around the transition and on The Hub
 - Other: additional issues that arise during the board’s discussion

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2. Find another home for the lists, such as Booklist: while this creates efficiencies in YALSA by freeing up time and resources, it could mean that the member engagement opportunities around recommended reading would be reduced, if Booklist did not opt to exclusively recruit YALSA members to create the lists.
3. Keep all lists the same: while this would initially be a time saver for YALSA, because no work would have to occur to change anything, it is not in the best interest of members. Members have indicated in multiple surveys that they would like short term, opt-in and virtual opportunities to participate in the work of the organization. Members have also called for lists that provide a wider diversity beyond what is being offered now. By keeping the lists the same, YALSA would be limiting participation to the 10% of members who have historically shown that they have the means to travel to conferences to participate in face-to-face committees, and failing to address the call for more diverse representation on the lists.
4. Sunset all the lists: While this would free up time and resources for YALSA to focus on its three new strategic goal areas, sunseting all of the lists would take away a resource for many members. While members have indicated a need for increased diverse offerings in recommended reading, listening and viewing, they have not indicated that the current lists are not of any use.

Recommendation: Go with option #1.

Rationale:

- The Hub gets more than double the viewers than the lists currently do on the YALSA site, and moving to this higher profile location would give them more visibility (see the Tables 1 & 2 below).
- Expanding the cadre of bloggers on the Hub creates more virtual opportunities for members to participate in YALSA, and eliminates the personal expense committee members have to invest in travel to Midwinter and Annual.
- Moving all of the recommended reading to the Hub creates a true one-stop shop for members and the library community, making it more convenient for them.
- Expanding the Hub to include a searchable database of current and past selected lists and award winners makes finding recommended reading easier for members and the library community.

Table 1: 2016 Monthly User Stats for the Hub

Month	# of visits
January 2016	39,207
February 2016	42,782
March 2016	44,185

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April 2016	42,046
May 2016	38,402
June 2016	33,726
6 month TOTAL	240,348

Total 2015 User Stats for the Hub: 413,293

Table 2: Annual User Stats for Selected List Pages on the YALSA site

List	#of visits in 2013	# of visits in 2014	# of visits in 2015
AAYA	8,953	14,115	20,153
BFYA	50,741	58,338	72,546
GGNT	23,600	26,225	46,515
PPYA	8,562	10,108	9,375
QP	20,492	32,333	33,839
TOTAL	112,348	141,119	182,428

Teens’ Top Ten Committee

Recommendation: Expand and reframe the work and structure of this committee by reassigning some of the work to short term task forces in order to create new member opportunities.

- Continue with the role of the committee in keeping track of all the books offered to the teen book groups. The publishers offer titles monthly. The committee also keeps track of the nominated books throughout the year that the groups submit when they send in reviews. Reduce term of appointment to one year.
- Create short term groups for such activities as: vetting applications for the TTT, making book trailers of the nominated titles, and judging applications for the new groups

Rationale: The tasks for this committee are broad in scope and participation currently requires a two-year commitment. By shortening commitment times and dividing tasks based on member interest, more members can be engaged and participate in the project.

Recommended action: the board adopts the recommendations in this proposal and directs the President to appoint a group of members by no later than Sept. 1, 2016 to create an implementation plan, to be submitted to the board no later than Dec. 1, 2016.

Additional Resources:

- [Board Document #25](#) “Evolving Member Engagement Opportunities” from the 2016 Annual Conference
- [Board Document #40](#) “Confirmation of Select Member Group Work Realignment” from the 2016 Annual Conference
- [Board Document #41](#) “Determining Work Plan for Remaining Member Group Work Realignment” from the 2016 Annual Conference
- [Implementation Plan](#)
- [Organizational Plan](#)
- [Board Document #29](#) “Selection and Award Committee Participation Policy” from the 2015 Annual Conference