

**YALSA Board of Directors Meeting
Via Conference Call
March 8, 2013**

Topic: State Association Outreach Taskforce Report

Background: At the June 2012 Board Meeting, the Board agreed to establish a taskforce to “create a survey for state association leaders to find out what their needs are, work with YALSA’s Manager of Communications to post online and promote it, and then submit the results and an analysis to the YALSA board by Midwinter 2013. After receiving further direction from the Board, plan and implement strategies to provide effective outreach to the state associations.” Elizabeth Hanisian, the taskforce chair, has provided a report below for the board’s consideration.

Action Required: Discussion

Overview of Task Force Work Plan: At the beginning of our charge, we brainstormed broad topics and ideas we wanted information on from the state organizations. After this, we narrowed these ideas down, and created questions to ask through an electronic survey (Survey Monkey). All questions related to services to teens the state organization, knowledge of YALSA resources, along with interest in collaborating or connecting with YALSA on programs. YALSA contributed to the survey questions, as well. Committee members also gathered contact information for each state organization. The survey was then created and distributed through the YALSA communications office to 50 people (president, chair, etc.), one (1) from each state.

Summary of Task Force Findings:

35 of the 50 state organizations the survey was sent to were completed.

- Many of the responding organization specifically and solely serve youth, ages 0 -18.
- More than 50% of respondents don’t use YALSA resources, although 34% do use downloadable handouts and bookmarks.
- 40% sometimes use YALSA’s national guidelines for teen services.
- Over 50% of respondents were unaware of YALSA’s speakers’ bureau (as were most of the committee members).
- 65% of respondents would like YALSA to provide a means for all state level teen services leaders to share best practices. The second highest suggestion is to offer resources for planning a state-wide Teen Read Week or Teen Tech Week celebration. Third, surveyed organizations are interested in canned programs.
- A majority of those surveyed would probably participate in a 50 states celebration for the 15th anniversary for Teen Read Week (contributing program ideas, recommended reads relating the state, etc.)
- 45% of state organizations do not follow YALSA on Twitter or “like” YALSA on Facebook. Facebook is the most popular form of social media state organizations are using (54.3%)

- Most surveyed are not members of YALSA

Complete Results of Survey:

Link to access the state association survey results:

http://www.surveymonkey.com/sr.aspx?sm=A8vTK6Uxg8hA_2bDu3LrZh_2bgxZCModnqdPD1cvMIVVYuo_3d

Task Force Recommendations:

Based on the findings, we recommend the following:

Recommendation 1: Focused Outreach and Promotion. Focus outreach to youth division leaders in state associations and state youth consultants for membership and support. There seems to be a willingness to get support and/or services from/through YALSA, but a majority of these leaders aren't even members. Consider inviting state youth division chairs to join YALSA, offering some sort of incentive (a free web course, discounted membership, etc.).

Promoting and improve YALSA's continuing education opportunities, updating the speaker's bureau, and creating more canned presentations.

Recommendation 2: 50 States Celebration for Teen Read Week. Since a majority of respondents were interested in participating, collaborate with state organizations to create a program for the 15th Anniversary of Teen Read Week.

Recommendation 3: Wiki or Blog for Chairs. Create a wiki or blog where state organization leaders and communicate with one another and share best practices, programs, and share resources. This could be a place to create or get a better feel for implementing a statewide TRW or TTW celebration.

Recommendation 4: Youth Services Landing Page. Explore the possibility of creating a youth services landing page that highlights and provides quick links to YALSA's, ALSC's, and AASL's high interest resources. With a majority of librarians not solely responsible for teen services, but rather youth services, this could be one stop shopping for those that serve a variety of ages.

Recommendation 5: State Representatives. Identify key members in each state who are also active in their state association and encourage those members to present at conferences or professional development opportunities, write articles for state association publications or blogs, etc.

A good suggestion, but probably outside the scope of this committee* Recruit a YALSA member in each state, or perhaps several depending on state size and population, to serve as a liaison for each state association. Not only would this benefit YALSA's mission and the state association, but it would provide YALSA members an opportunity to take a more active role without the cost and time involved in ALA annual or midwinter conference attendance.

Conclusion: PROMOTE! PROMOTE! PROMOTE! It will be extremely difficult to fulfill any task without state organization leaders as members or aware of what YALSA offers.

List of Task Force Members:

Elizabeth Hanisian, Chair

Maureen Ambrosino

Cory Eckert

Meredith Hale

Jennifer Korn

Amanda Murphy

Susan Smallsreed