

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Seattle
January 25 – 29, 2013**

Topic: Establish a Teen Read Week™ Evaluation Taskforce

Background: Teen Read Week was established in 1998, and to the best of the Executive Director’s knowledge, has not ever undergone a formal evaluation. A proposal to establish a taskforce to evaluate the overall program is provided below by Beth Yoke.

Action Required: Consent

Proposal

Establish a taskforce to evaluate the success and impact of Teen Read Week™, which will present its findings and recommendations to YALSA’s board.

Rationale

- Teen Read Week has changed little since its establishment 15 years ago. In order to ensure that the program is still positioned to meet member and organization needs, an evaluation is needed.
- Planning and implementing Teen Read Week takes significant staff and member time and resources. An evaluation can help determine whether or not there are opportunities for greater efficiency and/or whether resources are being directed optimally.
- In the September 2012 member survey, respondents indicated that placing a national importance on teen reading was the 3rd most important activity that YALSA carries out.
- Evaluating an established program such as Teen Read Week fits with YALSA’s capacity building goal in the strategic plan because the findings can help ensure that YALSA is strategically managing its resources.

Proposed Taskforce Charge

Analyze existing survey and other data as well as work with staff, the Board, current and past Teen Read Week Committees, and other YALSA groups as appropriate in order to evaluate the overall impact of Teen Read Week in order to determine 1) whether or not it succeeds in fulfilling its stated goals, 2) the degree to which it meets member needs, 3) to what extent the program benefits the organization, and 4) what opportunities, if any, exist to improve the program. Taskforce size: 5-7 members, including at least one current or past Teen Read Week Committee member and at least one current Board member. Term: March 1, 2013 through June 30, 2014.

Recommended Board Action

The Board move to approve the establishment of a Teen Read Week Evaluation Taskforce and direct the President to appoint members to the group by March 1, 2013.

Additional Resources

- 2012 Member Survey results, <http://ow.ly/gzqKL>
- Teen Read Week web site, www.ala.org/teenread
- YALSA's strategic plan, www.ala.org/yalsa/aboutyalsa/strategicplan
- YALSA's business plan, <http://bit.ly/LSp5Yk> (.pdf)