

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Virtual
January 22-26, 2021**

Topic: YALSAblog Manager Midwinter Report

Background: The mission of the YALSAblog (<http://yalsa.ala.org/blog/>) is to provide a virtual space for publishing timely information about emerging and new practices for library services for and with teens, to explore practices in related fields relevant to teen services, to raise awareness about appropriate YALSA tools to facilitate innovation in teen services, and to provide resources for members and the library community to support their efforts to continuously improve their overall teen services program. Tess Wilson, has provided a report below.

Action Required: Consent

Overview

YALSAblog continues to align its content areas with *The Future of Service for and with Teens: A Call to Action*, as well as share companion pieces to YALS articles. Bloggers continue to cover YouthTruth reports and other relevant research surveys to relate them to library services. New bloggers have been recruited and bring fresh voices to the blog while covering necessary topics like accessibility and links between school and public libraries. Long-term bloggers have continued covering topics from *The Future of Service for and with Teens: A Call to Action* and the new competencies.

To serve as advisor to the co-chairs of the Advisory Board, the editor of YALS and the YALSAblog Member Manager, on the overall content of the journal and blog. To take an active role in determining content for both publications and an annual editorial calendar that identifies timely topics as well as authors for articles and blog posts. To create messages and content to promote the blog and the journal and to cross-populate each to highlight the content and focus of each publication. To work to ensure that key YALSA guidelines, resources, initiatives, etc. are integrated into the blog and the journal. To assist with the search process for a new editor or member manager, when appropriate.

Together with the new YALS Editor, we have come up with themes for the next year of YALS issues, and have contributed to a document detailing the process for future boards/editorial staff. Regarding upcoming YALS themes, we are especially excited about the possibility of including teen perspectives in upcoming issues.

What topics in the Organizational Plan were addressed?

- Leading the Transformation of Teen Services
- Equity, Diversity, and Inclusion

Which strategies were used for the above action areas?

- PR/Promotion (blog post, YALS article, e-news item, etc)
- Resource Development (toolkit, wiki page, etc)

Tess will continue to meet with the YALS EAB and reach out to potential journal contributors. Tess met with Sara Coffman, new manager of The Hub. They agreed that a fresh web format was needed and matched the new layouts of both blogs. They are excited to work together on cross-posts!

Rate your group's effectiveness over the past three months: 2

Were you able to touch base with your board liaison since your last report?

Yes

YALSAblog Stats 2020

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
8,636	8,194	9,619	9,610	5,550	4,003	4,724	4,844	6,113	5,779	6,840	5,907	79,819