

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

Topic: YALSAblog Manager Annual Report

Background: The mission of the YALSAblog 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. The YALSAblog Manager, Crystle Martin, has provided a report below.

Action Required: Consent

Topic: The YALSAblog Annual Report

Overview: Since the last report in December, the YALSAblog has gone through several changes. I was selected as the new member manager at the beginning of April and a new advisory board was appointed. I surveyed the existing bloggers when I started my position to see who was interested in continuing, and who was interested in blogging about the new content areas that aligned with *The Future of Service for and with Teens: A Call to Action*. The number of bloggers on the listserv was significantly reduced. A call for new bloggers is open. With the help of advisory board, we have also begun to solicit bloggers from library school and ischool programs, to increase the variety of bloggers and to represent the students who have been previously been underrepresented on the blog. I have also started reaching out to specific members of the YALSA community to invite them to blog, as well as reaching out to those beyond the YALSA community to have a wide variety of guest bloggers.

We've continued regular cross-posting with the ALSC blog (with ALSC blogger Sarah Bean Thompson contributing tween content to both blogs and YALSA blogger Allison (Aly) Watkins reflecting on elementary-YA and school to public connections in the context of her personal transition) as well particular posts with appeal to both service groups. We have also been cross-posting with The Hub when appropriate, as was the case of Selection Committee Candidate Profiles.

Statistics

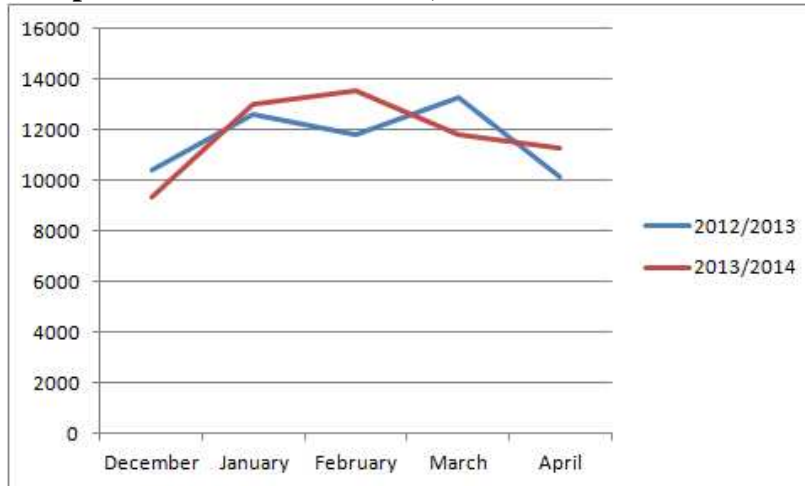
Pageviews

(From December to April)

December	9,361
January	12,988

February	13,575
March	11,791
April	11,270

Comparison with same months, 2012/2013



Top Posts: First Quarter 2014

Virtual Road Trip: Texas, Part 2	1,406
ALA Annual: Walking the Exhibit Hall Like a Pro	867
Las Vegas: The New Downtown	739
Virtual Road Trip: Texas	593
Virtual Road Trip: Hawaii	587
Connect, Create, Collaborate, ... Craft	485
App of the Week Archive	467
YA Programming Behind the Scenes: Digital Camera Scavenger Hunt	467
ALA Annual 2014: Working the Exhibit Hall	443
YALSA 2014 Election Results	261
App of the Week: TextPics	236
Dinning Vegan, Vegetarian, & Gluten Free in Vegas	231

Top referrers: First Quarter 2014

Search Engines	12,312
Google Search	11,085
Google Image Search	543
Bing	389
Yahoo Search	179
AOL.com	30
Twitter	1,403
ala.org	1,342
ala14.ala.org	1,012
pinterest.com	581
Facebook	419

feedly.com	261
teentechweek.ning.com	224
ala-publishing.informz.net	202
teenreadweek.ning.com	103

Accomplishments

- Surveyed existing blogger list to determine who on the list was interested in continuing to blog, removed the rest.
- Working with existing bloggers to create monthly blogging schedules that align with the new direction of the blog including alignment with the *Future of Library Services for and with Teens* report.
- Recruited 2 new bloggers for the App of the Week posts, potential of recruiting 2 more.
- Recruited a new blogger to help Linda Braun with the Tweets of the Week posts. I am hoping to recruit at least one more so that Linda can transition to managing this recurring post and App of the Week instead.
- Added regular teen blogger, Carolyn, and updated YALSA teen blogger volunteer form to a google form.
- Creating a new monthly (possibly more often) series with a working name of “Level up your own skills” focusing on management, leadership, and administration topics and skill building in these areas. Maureen Hartman will be the lead blogger on this
- Karen Keys will be writing a research column once a month and I am working on lining up researcher to guest blog about research both in libraries and with youth more broadly that could be of interest to the YALSA readership.
- Rebekah Kamp will be writing a monthly post about librarianship for rural youth.
- Showcased Library Legislative Day experience from YALSA-supported representative.
- Written a welcome message for the blogger’s listserv so when a new member is added they get an email with information about blogging and links to the YALSA Publications & Products page to include in their posts.
- I’ve emphasized sharing their posts on social media and tagging or tweeting @yalsa in their posts so YALSA can share it as well.
- Working to recruiting guest bloggers from established library bloggers.
- Created a blogger interest survey with categories of blogging topics in alignment with the Future of Library Services report and the current direction of the YALSA blog to help me support the bloggers in their interests and maintain a high standard of blog topics.
- Worked with Advisory board to recruit students from library programs to blog for YALSA.
- 5 people have volunteered to blog, they will be brought into the process as soon as their membership to YALSA is certified.
- Added a Related Posts plugin to the blog. At the end of each article four other posts are listed under Related Posts that are of a similar topic to the current post.
- Continuing ALSC cross-posting
- Have asked all current bloggers to include a short bio of themselves to make the blog feel more accessible.

Challenges

- Current blog theme looks dated and is not user friendly on the backend especially when it comes to inserting images. I am going to look for new themes as soon as I have finished the current push for new bloggers.

Six Month Plan

- Develop a with Allison Tran (The Hub) to make sure the blogs are working well together, and develop a potential cross-posting plan (In-Progress)
- Continue to recruit more regular bloggers, attempting to have at least one regular blogger for all interest areas on the survey (Ongoing)
- Develop more recurring posts for a variety of topic areas (Ongoing)
- Continue to recruit library students to blog. (Ongoing)
- Change the blog theme, look for a more up-to-date theme which is also better coded, will work with Whitney Winn from the advisory board. (Forthcoming)
- Will create a current author list and author archive. (Forthcoming)
- Create a standard YALSAblog banner to use when other activity specific banners don't apply. (Forthcoming)
- Recruit a couple of rapid response bloggers for time sensitive posts. (Ongoing)
- Have IMLS grant winners for this year interviewed for blog posts when they are announced. (Forthcoming)
- Reach out to individual YALSA committees to see if they are interested in writing occasional blogs about what their committee is working on. (Ongoing)