

**YALSA Board of Directors Meeting
2007 Annual Conference
Washington, DC, June 21-27, 2007**

Topic: *YAttitudes* Editor Annual Report

Background: Amy Alessio, the editor of *YAttitudes*, has provided the Board with an Annual report. The purpose of the newsletter is: 1) to spotlight significant news and events of the organization and its member groups, 2) to publish articles, interviews and other information of current interest to members, 3) to serve as a vehicle for continuing education for YALSA members, and 4) to complement the quarterly print journal *Young Adult Library Services*.

Action Required: Discussion

Maintaining Good YAttitudes

Editing the online journal for YALSA for the past three years has been a good experience. I got to know many members who never come to conference and to see firsthand how our online services make our association viable for many such people with limited travel resources. I've had the chance to talk to many committees and learn about programs I would otherwise not be aware of through soliciting articles. It has been nice having the advice of an Editorial Advisory Board for ideas and critique during the past two years. I went from begging friends for articles three years ago to having too much material for most issues now, which is a nice position. Recent survey results of members showed that the value of *YAttitudes* has increased in members' eyes. I feel good about what I have accomplished.

In the Past Year

-*YAttitudes* has held special 50th Anniversary surveys during the entire year. The one asking the ages of readers was particularly interesting in that it pointed out that *YAttitudes* readers are often relatively new to YALSA.

-Two 50th surveys, with Pam Spencer Holley and Patrick Jones, highlighted the anniversary, Planned Giving for YALSA, and connected to other 50th Anniversary Interviews

-New writers have been used in almost every issue. While many were gleaned from the online courses I taught, they had some fabulous programs to describe.

-EAB suggestions encouraged me to include topics outside the YA library world, which led to including the prospective of a parent involved in fighting censorship, an adult author pondering

the designation of young adult books, and more. Erin will also look at EAB and Beth's suggestions of speakers from other conferences and divisions of ALA to tap for articles.

-YAttitudes highlighted more YALSA grants and winners in the past year than before, which will hopefully garner more applicants in the future.

For the Future

-After looking at another division's online newsletter, Beth found that a newsletter emailed directly to members may be possible for a smaller cost than our current email blast and link system. The extra step of entering a password continues to be a problem for some members, though less so than a few years ago.

-Erin plans to post upcoming submission deadlines on the YALSA blog and to post beginnings of articles there too to promote the journal.

-A survey in 2007 created by the EAB with input from YALS and YAttitudes editors will help find new topics and authors. I feel it would be helpful to run that survey every couple of years, especially as formats change, to keep the publications most relevant to members.

-Amy Alessio, YAttitudes Editor through August 1, 2007