

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

Topic: *YALS* Editor Annual Report

Background: Valerie Ott, the editor of *YALS*, has provided the Board with an Annual report. The purpose of the journal is: 1) to serve as a vehicle for continuing education for librarians and library workers serving young adults; 2) to publish articles of current interest to the profession; 3) to showcase research and best practices in the field; 4) to provide news from related fields; 5) to spotlight significant events of the organization; 6) to offer in-depth reviews of professional literature and resources; and 7) to serve as the official record of the association.

Action Required: Discussion

Report on *YALS* for YALSA’s Board of Directors

--Submitted by Valerie A. Ott, Editor

Issues Completed to Date

Winter 2007	Teen Tech Week	52 pgs
Spring 2007	Awards Issue	54 pgs
Summer 2007*	LOL @ Your Library (Teen Read Week Issue)	52 pgs

*Guest edited by Sarah Flowers

Issue in Progress

Fall 2007**	50 th Anniversary Issue	52 pgs
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**This issues marks the 5th anniversary of *YALS*, which will be noted on each cover for the entire volume

2008 Editorial Calendar

Winter 2008	Teen Tech Week
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Focus: To celebrate YALSA’s second Teen Tech Week, this issue will focus on teens and their use of technology in libraries for learning and recreational purposes; technology trends; accessibility issues; emerging

methods of communication; and how best to utilize technology to attract teen customers to the library.

Spring 2008

Awards Issue

Focus: This issue will largely be comprised of the awards lists announced at Midwinter 2008.

Summer 2008

Teen Read Week

Focus: The exact theme for this issue will depend on the theme for next year's Teen Read Week (TRW). Articles containing concepts related to that theme, ideas for celebrating TRW, or ways to promote reading and literacy will be entertained.

Fall 2008

School Librarianship

Focus: This issue will focus on issues and best practices related to school librarianship.

Journal Development

- Through consistent communication with YALSA's Communications Specialist, Stevie Kuenn, themes will be developed and articles solicited through YALSA's discussion lists, the YALSA blog, and discussion lists external to ALA
- Two new regular columns for each issue were established in 2007:
 - School Library Perspective
 - View from ALA
- Working on establishing an award for student writing on the topic of research
- Have increased cooperation with publishers so that review copies of professional resources are more readily available

Ideas for Increased Revenue and Promotion

- Stevie is working on a new rate card and putting out an RFP for advertising
- Increase YALSA's online presence through:
 - "Teasers" on YALSA's website and blog (e.g. headlines and first paragraphs of articles)
 - Using the blog to discuss topics published in *YALS*, and how to publish with YALSA
 - Using the wiki to publish abstracts of articles, calls for entry, and allow for reader feedback
- Hold contest for 5th Anniversary volume such as "Where do you read your *YALS*?"
- Pass articles that are broader in scope and interest to *American Libraries* in order to increase visibility of YALSA and library service to teens
- Publish *YALS* on a consistent, regular schedule and make it content-rich so that it is viewed as a real "perk" for joining YALSA