

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

Topic: Marketing Products and Programs

Background: Over the summer YALSA staff will develop and disseminate an online survey as a means of conducting research to assess success of current marketing and communication activities and strategies. Based on that information, staff will create and implement an integrated and strategic marketing plan to communicate to members about the key YALSA products and services listed below.

Action Required: Discussion

Existing Marketing & Communication Tools to Evaluate:

- Online resources: YALSA web site, wiki, blog, MySpace, ALA Online Store, ALA web site supplementary accounts (Flickr, De.icio.us, etc.)
- Print resources: *YALS*, advertisements, snail mails, articles, brochures
- Electronic resources: discussion lists, email blasts, *YAttitudes*
- Media resources: press releases, PSAs, press contacts
- Face-to-face resources: exhibits at conferences, programs, workshops, etc.
- Word of mouth
- Other

Targeted Marketing Areas for FY08

YALSA Resource or Service	Items to consider
Annual & Midwinter ticketed and registered events	<ul style="list-style-type: none"> ▪ Evaluate the success of two preconferences ▪ Evaluate the success of YA Author Breakfast
Publications	<ul style="list-style-type: none"> ▪ Get Connected published in June 07 ▪ BBYA, 3d ed. publishes in Aug. 07 ▪ Excellence 5th ed. expected to publish in June 08 ▪ Official YALSA Award Guidebook expected to publish in June 07
E-Courses	<ul style="list-style-type: none"> ▪ Continue to phase in new courses ▪ Target large libraries and state libraries for bulk purchases
Licensed Institutes	<ul style="list-style-type: none"> ▪ Two new institutes are expected to launch in FY 08 ▪ Target large libraries, state libraries, library associations and

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	reading associations
Teen Read Week	<ul style="list-style-type: none"> ▪ Launch a new line of products ▪ Continue to budget for a publicist ▪ Assess the success of Passport to Teen Read Week
Teen Tech Week	<ul style="list-style-type: none"> ▪ Launch a new line of products ▪ Budget for a publicist
Membership	<ul style="list-style-type: none"> ▪ Continue working w/ John Chrastka on recruitment ▪ Expand recruitment efforts at Library Schools and state and regional conferences
Awards	<ul style="list-style-type: none"> ▪ Budget for a publicist ▪ Use feedback from Awards Taskforce Survey
Booklists	<ul style="list-style-type: none"> ▪ Use feedback from Selected Lists Taskforce Survey
Young Adult Literature Symposium	<ul style="list-style-type: none"> ▪ Create web page and brochures