

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

Topic: World Book Goal Grant

Background: YALSA applied for and received a \$10,000 grant from ALA’s World Book Goal Award to provide training in three targeted states that have had low participation in Teen Read Week as well as below average standardized reading test scores: Arkansas, Louisiana and Mississippi. The grant application is provided below for your reference. The initiative has been dubbed “Teens Need Libraries.” YALSA will work with the ALA Office for Research to do a pre and post-training measurement of targeted benchmarks.

Action Required: Information

Training Schedule

State	Institute(s)	Date(s)	Presenter(s)
Arkansas	Beginner’s Guide to Teens Power Up With Print	Aug. 16 Aug. 17	TBD Kim Patton
Louisiana	Get Graphic	Sep. 5 & 7	Francisca Goldsmith
Mississippi	Beginner’s Guide to Teens Power Up With Print	TBD	Erin Howerton TBD

Draft Budget as of 6/10/07

Activity	Estimated Cost
Presenter stipend	\$500 per session, or \$3,000 total
Presenter travel	Est. at \$3,000
Food & beverage for attendees	\$2,000 (est. 225 attendees)
Teen Read Week products for attendees	Est. at \$500 for one TRW poster and one pack of bookmarks per attendee
Development & implementation of self-paced follow-up e-course	\$1,000
Development & printing of TRW resource guide	\$2,500

Total Estimated Cost: \$12,000 (\$10,000 from World Book, \$2,000 from corporate sponsor)

**Improving Teen Services in Key States
World Book Award Proposal
Submitted on April 2nd, 2007**

Abstract

Multiple studies show that teens are reading less often and fewer of them are obtaining critical literacy skills; in addition, many libraries have fewer trained staff to adequately address this problem. YALSA proposes targeting states that have displayed low participation in past Teen Read Weeks and that have standardized reading scores below the national average in an effort to boost the quality of library service to teens in these states and to ultimately get more teens reading. Arkansas, Louisiana and Mississippi have been selected as the targeted states because they have each reported having fewer than 49 librarians in their state implementing Teen Read Week in 2005 and 2006. Additionally all three of these states have standardized reading scores below the national average of 260 (AR 258, LA 253 and MS 251).

Giving library workers the tools to help teens become better and more avid readers furthers the goals of ALA's 21st Century Literacy initiative. This project also helps YALSA accomplish two key goals in its strategic plan: Continuous Learning and Advocacy, because it provides library workers with materials to help them grow professionally while giving them tools to help them better provide services for teens in their communities. Additionally, this project also addresses multiple goals in ALA's Ahead to 2010 strategic plan. The expected outcome would be that more teens in the targeted states visit libraries, attend library programs and borrow reading materials due to the training and resources that YALSA/ALA provides to library workers in the targeted states.

The Project Proposal

1. Statement of the Problem

- **For whatever reason, some states continue to struggle with providing library services and resources to their teen population.** Since the Millennial Generation is second in size only to the Baby Boomers, this is a serious concern.

Other Problems:

- **Teen Read Week has been celebrated annually since 1998; however, several states consistently show a low rate of participation.** Since the National Assessment of Educational Progress reports that students who read in their leisure time score higher on standardized reading tests, a lack of focus on teens and reading in libraries in these particular states is a serious concern.
- **The nation's teens are struggling with literacy skills.** According to the National Assessment of Educational Progress, 8.7 million fourth- through 12th-graders read below grade level.
 - Close to 70 percent of 8th graders read below the proficient level, and 25 percent fail to read at the most basic level.
 - The literacy gap is even wider for minority students, those with learning disabilities, and those whose first language is not English. Almost half of African-American and Hispanic eighth-graders, for example, read below the basic level.
- **Teens are underserved in the nation's libraries.** Even though nearly 1 in 4 public library patrons is a teen, young adult specialists in public libraries continue to be scarce.
 - The most recent U.S. Department of Education survey on this topic reported that only 11% of the nation's public libraries have the services of a young adult specialist (National Center for Education Statistics, *Services and Resources for Young Adults in Public Libraries*, U.S. Department of Education, 1995, p. 9).
 - According to *The Status of Public & Private School Library Media Centers in the US, 1999-2000*, only 87.2 % of public secondary schools in the US have school library facilities, while just 79.3 % of public secondary schools have a paid full time state-certified school librarian.
 - The teen population continues to rise just as library staff sizes are being reduced. The Millennial Generation is the second largest generation in US history, smaller only than the Baby Boomers. According to the U.S. Census Bureau, there will be more than 42 million teens by 2008 (*Projections of the Total Resident Population by 5-Year Age Groups and Sex with Special Age Categories: Middle Series: 2001-2005*. Population Projection Program, Population Division, U.S. Census Bureau, 2000).

In light of these statistics, it is increasingly important for all library workers, whether young adult specialists or not, to acquire the knowledge and skills needed to help this growing population of adolescents: 1) gain easy access to information and reading materials, 2) learn critical literacy skills and 3) recognize that librarians are information professionals who can help them with their information needs.

2. Project Outline

Goal 1: Using Teen Read Week as a focal point, increase the level of library services to teens in targeted states.

- **Objective:** Create and implement professional development opportunities and resources to help library workers enhance the services they provide teens.
 - **Activity:** Provide training opportunities via an online course and a face-to-face institute to library workers to help them enhance the services and resources their library is currently offering to teens.
 - Two workshops will be offered in each state: A Beginner's Guide to Teens in Libraries and Power Up With Print.
 - **Activity:** ALA/YALSA will create and disseminate Teen Read Week resource packets free to library workers in the targeted states.

Goal 2: Increase teen visits to libraries and use of library resources in targeted states.

- **Objective:** Give library workers tips and tools for marketing to teens.
 - **Activity:** Incorporate marketing into resource packet and training.
- **Objective:** Help library workers build YA collections and programs for teens.
 - **Activity:** Incorporate collection development and programming into resource packet and training.

Goal 3: Increase the number of ALA/YALSA members in targeted states

- **Objective:** Library workers understand the value of joining a professional association
 - **Activity:** Communicate to library workers the features and benefits of membership.

3. Evaluation & Dissemination

There will be two steps to evaluation. YALSA and ALA's Office of Research & Statistics will create a survey to gather data from targeted states' library workers and evaluate the current level of library service to teens. After the training is completed, the survey will be re-issued to see if/how services have been improved.

Via a separate online survey, ALA/YALSA will also poll teens in targeted states that participated in Teen Read Week to gather data about how the celebration and related events planned at their local libraries impacted their perception of libraries and librarians.

Once the results are gathered and analyzed by ALA/YALSA, the information will be widely disseminated via *Young Adult Library Services*, *Public Libraries*, *American Libraries* and electronically via YALSA's web site and electronic discussion lists. YALSA will also attempt to get the information published in *Reading Today* and other appropriate literacy focused journals outside of the library profession. Findings from the surveys and information about the project

can be disseminated via conference programs at state conferences, ALA's Annual Conference, PLA's national conference, and/or AASL's national conference.

4. Staff/Personnel

ALA Staff:

- Beth Yoke, Executive Director: oversee planning and development and seek corporate sponsors and promotional partners. Liaise with appropriate units within ALA, such as the Office for Research and Chapter Relations.
- Stevie Kuenn: work with the Teen Read Week committee to develop and organize the content of the resource guide, create marketing components, manage content for the web site, gather survey data.
- Esther Murphy, Administrative Assistant: organize survey data, oversee the dissemination of the toolkits.
- Michael Dowling, Director, ALA Chapter Relations Office: Help disseminate information to targeted state and regional chapters.
- Denise Davis, Director, ALA Office for Research & Statistics: assist with planning and implementing research related activities, such as focus groups and surveys.
- Joan Claffey, Director, ALA Development Office: seek out corporate sponsors and promotional partners for the initiative.

Members:

- YALSA's Teen Read Week Committee: assist with PR and marketing. The Teen Read Week Taskforce consists of 7 members who serve a term of one year on the committee.
- YALSA's Research Committee: identifying latest related research. Assist with disseminating results of surveys by writing and refereeing articles. The Research Committee consists of 7 members who serve a two-year term.
- ASCLA & COSLA: work closely with appropriate ASCLA & COSLA members to plan and implement the program.
- Serving the Underserved Trainers: graduates from YALSA's SUS Train the Trainers program will present the Power Up With Print Institutes and E-courses.
- YALSA Mentors: provide library workers in targeted states the opportunity to have a YALSA mentor.
- Other member groups as appropriate.

5. Budget

YALSA is seeking \$10,000 from the World Book Award to cover costs for library worker training and related training resources. Please see Appendix A for a detailed Budget Request. Staff time for support of the program will be absorbed by ALA/YALSA. YALSA will seek sponsor funding in future years to keep the program going.

6. Impact of the Proposal

- **Advancing the Mission & Goals of ALA and YALSA:** This initiative supports ALA's mission because it positions ALA/YALSA as the vanguard in promoting teen literacy by

providing library workers with the tools to be leaders in their communities when it comes to helping teens develop critical literacy skills and an appreciation of libraries. This initiative also fits well with several key areas of ALA’s new strategic plan:

- Ahead to 2010 Goal Area I: Advocacy Value of the Profession, because it will increase public awareness of the value and impact of librarians and library staff.
- Goal Area 2: Education, because it will provide first rate training relating to teen services to library workers in the targeted states.
- Goal Area 5: Membership, because YALSA currently has just a handful of members in these states. Providing the library workers with quality training and resources will help them see the value in joining professional associations such as ALA and YALSA.
- This project helps YALSA meet its goals of continuous learning and advocacy because it provides library workers with materials to help them grow professionally while giving them a tool to help them better advocate for teen services in their communities.

- **The Audience the Project Will Reach:**

General information:

State	# of Public Libraries	Size of Teen Population
Arkansas	48	391,700
Louisiana	66	403,857
Mississippi	49	451,930

- For Teen Read Week™ in 2005 and 2006, fewer than 50 library workers and educators in the targeted states registered through YALSA’s web site to participate in Teen Read Week™ at the local level. Our goal is to double the rate of participation with this initiative. In turn the library workers will reach out to many thousands of teens, providing programs and services to help teens build critical literacy skills and an appreciation for libraries as the place to go for their information needs.

- **Potential for Replication or Utilization by Other Groups:** After the initial resources are developed and the program is implemented in the three targeted states, we hope to expand this effort in future years to other states that have low participation rates for Teen Read Week as well as low reading scores.

7. Time frame/schedule of implementation

Appendix A: Budget Request

Activity	Description	Explanation	Amount
Resource Guide	Printing	For guide	\$1,500
	Writing/editing	Content for guide	In-kind
	Mailing	Shipping guide to states	\$1,000
	Wages	Staff support for editing content, etc.	In-kind
Librarian/ Library Worker Training			
	Power Up With Print Institute (including overview of YA literature, collection development resources, programming tips, adolescent development, etc.)	Implement face-to-face institute in targeted states on implementing Teen Read Week in local libraries (including travel and stipend for presenter)	\$5,000
	E-Course (follow up to face-to-face institute)	Development & delivery of 4 week online course for librarians and library workers focusing on planning and implementing successful Teen Read Week programs in their libraries	\$2,500
	Advertising	Ads, press releases, etc.	In-kind

TOTAL: \$10,000