

**YALSA Board of Directors Meeting
 ALA Midwinter Meeting, Seattle
 January 19-24, 2007**

Topic: Teen Read Week Products for 2007

Background: At the 2006 Midwinter Meeting the Board deliberated the status of products for Teen Read Week and considered offers from ALA Graphics and Highsmith. The Board voted to sell products through ALA Graphics for the 2006 campaign then to evaluate their performance before making a decision about selling 2007 products.

Action Required: Action

Terms from the 2006 agreement:

Term	Status	Remarks
A target of obtaining orders from 2,500 libraries	Not accomplished	There were orders from 1,022 libraries (which was a 15% increase from 2005)
Immediate (i.e. kicks in before design costs are recovered) 12% royalty to YALSA on nonprint items and 15% royalty to YALSA on print items, including sets, with an escalator clause of 15% royalty to YALSA retroactively on all nonprint items if total sales in a given campaign year exceed \$250,000	Not yet realized	YALSA received a lump sum for '06 TRW products and sales did not exceed the \$250,000 ceiling. Net sales were \$123,637 (as compared to \$116,391 in 05).
An annual advance of \$12,500 and a one time additional bonus of \$2,500	accomplished	Funds were transferred in Oct. and applied to FY 06.
A four color order form unique for TRW products targeted to appropriate audiences	accomplished	
7-10 age-appropriate, affordable incentives chosen with input from YALSA	accomplished	Besides the posters & bookmarks there were: keychains, water bottles, cups, mini frizbees, post-its, highlighters, buttons & pencils
A thematic manual developed by Graphics with input from YALSA, whose development costs would be covered completely by Graphics	accomplished	Sales were poor due to: <ul style="list-style-type: none"> • Manual took longer to complete than expected • Sold as a digital download & wasn't easy to locate on the ALA

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		Online Store (problem wasn't noticed & corrected until a few weeks before TRW)
Ensure a low price point of .10 – 1.00 per piece on incentives	accomplished	bookmarks, cups, mini frizbees, post-its, highlighters, buttons & pencils were all in this price range
Satisfactory customer service to YALSA and to individuals and groups ordering through Graphics	accomplished	A post-TRW survey done by Graphics showed that 70% of respondents were "very satisfied" or "satisfied" with customer service.
2.5% royalties to YALSA on READ posters that emanate from TRW relationships, implemented retroactively to include the Colin Farrell READ poster	accomplished	
Include YALSA staff, member and member TAGs' input for product development via regular face to face meetings at conferences and through virtually means in between conferences	accomplished	Graphics staff met with BBYA teens at Annual and solicited input from TAGs via email.
Exhibit at conferences such as IRA and NCTE	accomplished	Exhibited at IRA but only sold posters (that was the only product ready for sale at that time).
Capitalize on product sales opportunities at more ALA events, such as the Youth Media Awards Press Conference, the Printz reception, etc.	accomplished	Sold select products at awards press conference and surveyed attendees of Printz event.
Expand online marketing to listservs, blogs and other online communities.	accomplished	Subscribed to and posted on EL_Announce (for about 5,000 school librarians)
Insert membership applications/promotions in shipments of TRW products.	accomplished	The dues increase caused a snag. YALSA didn't have new member brochures with proper pricing in time for the Sept. increase.
Maximize cross-promotional opportunities within ALA Publishing to increase TRW sales; e.g., run TRW/YALSA image ads when house-ad slots are available, add a TRW cover wrap to the August or September <i>American Libraries</i> issue, cross promote from related books in the ALA Editions	accomplished	TRW wrap was on Sept. issue of AL. Nichole's working with Mary MacKay to capitalize on more opportunities in the future.

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catalog, etc.		
Continue to mail to all young adult mailing lists, which represent at least 12,000 names, in addition to all current Graphics customers, which number more than 47,000. Seek out and use other appropriate mailing lists, such as those for middle and high school educators, especially English and Language Arts teachers, Reading Specialists and Literacy Coaches.	accomplished	100,000 TRW mailers went out in Aug. Products were also featured in the Graphics catalog, American Libraries and the ALA online store.
Agree to include YALSA's logo on Teen Read Week products where feasible	accomplished	YALSA logo appeared on posters and bookmarks
Cover the complete cost of the design for the completed 2006 TRW poster and bookmarks	accomplished	

Proposed Action from YALSA's Fiscal Officer & Executive Director:

- That the Board move to continue to sell products through ALA Graphics so long as the above terms are met each campaign year.
- That the Board charge the Executive Director to work with the director of ALA Graphics to improve the weak spots, as identified in the table above.