



June 10, 2013

To: ALA Council

CC: YALSA Board

From: Jack Martin, YALSA President

Subject: 2012-13 YALSA Annual Report

Though faced with another year of financial challenges in 2012-13, YALSA was able to continue to support member needs significantly throughout the year via a variety of activities that impacted both individual members and the association as a whole. This year YALSA celebrated a focused theme, "*Connect. Create. Collaborate.*" through a multiple channels which brought partnerships, funding and public awareness to the association and its members. The report below is organized via the strategic plan YALSA developed in 2011-12 for the next 3-5 years.

Advocacy and Activism

Library Legislative Day, Advocacy Benchmarks, Tweet Your Congressperson, State Library Association Outreach, New Marketing Plan

- YALSA's approach to Library Legislative Day was both big and bold for 2013. Not only did we provide funds for a YALSA member, Jenna Nemec-Loise, to attend the festivities in Washington, we also prepared new issue brief on STEM to present to the White House staff (<http://ow.ly/ISEkk>). YALSA's Tweet Your Congressperson campaign saw 157 tweets reach Congresspeople. Our Senator Google map had 11,906 pins and the House of Representatives map had 9,234 pins.
- In order to demystify the meaning of "advocacy" for members, in mid 2012, YALSA put together an Advocacy Benchmarks Taskforce to create a document to help members understand the varying degrees of advocacy activities they could participate in. The team is now headed up by Past President Linda Braun (author of *Being a Teen Library Services Advocate*).
- In order to expand advocacy activities to the local level, YALSA created the State Association Outreach Taskforce to help build bridges between our national association and state library youth associations, roundtables, divisions, etc.

- Throughout 2012-13, YALSA worked closely with Northstar Strategies to create and begin implementation of a new marketing plan to bring more visibility to the association. The board is currently assessing multiple strategy recommendations including ones that focus primarily on improving benefits to members and YALSA's visibility to outside organizations and funders.

Continuous Learning and Professional Development

Badges for Librarians, Board Fellow, STEM Toolkit, Curriculum Kits, National Forum, Connected Learning, Common Core

- In spring 2012, YALSA was one of 34 grantees to receive funding from HASTAC for their Badges for Learning proposal. As a result seven digital badges are being created around YALSA's "Competencies for Librarians Serving Youth" and will be released through Mozilla's Open Badges platform in August 2013.
- 2012-13 saw the introduction of YALSA's first fabulous Board Fellow, Carrie Kausch. Carrie received funding to defray the cost of attending conferences and participated in board discussions both there and online. Her project as Board Fellow will be to come up with a set of recommendations to help the Board be more transparent in their activities. Carla Land successfully completed her Board Fellow application, and the YALSA Board is really excited about working with her in 2013-14.
- The STEM Resources Taskforce finished putting final touches on YALSA's STEM Toolkit for school and public libraries (<http://ow.ly/ISFoz>).
- YALSA's new curriculum kits, Understanding Teen Behavior for a Positive Library Experience and Strengthening Teen Services Through Technology, launched in 2013 and offer trainers a complete curriculum and accompanying materials, www.ala.org/yalsa/young-adults-deserve-best
- The National Forum on Teens & Libraries kicked off on January 23 & 24 in Seattle. Facilitated by ALA President Maureen Sullivan (who was fabulous), youth services workers from libraries and museums, policy makers, researchers and more came together to discuss and forecast the future of libraries and teens. Three virtual town halls hosted by YALSA Past President Linda Braun continued the conversation throughout the spring, and a report with recommendations moving forward gleaned from findings from the discussions will be produced in fall 2013.
- As a result of the National Forum and one of its featured speakers, YALSA partnered with the Digital Media and Learning team from the University at Irvine, CA, to create a series of online workshops via Connected Learning TV. The seminars focused on leveraging social media for teens in libraries and featured a wide range of guest speakers and experts from the field, including librarians, researchers, academics and more. The discussions are

archived on the Connected Learning TV website (<http://connectedlearning.tv/webinar-archive>), and a resource list will be developed for librarians and library workers who are interested in bringing in social and digital media workshops to their libraries.

- YALSA also began a partnership with ALSC and AASL that will build out a toolkit and guide for school and public librarians to begin thinking about how they can support the Common Core.

Research and Documentation of Best Practice:

ALISE Partnerships, JRLYA Updates, Young Adult Literature Symposium, 365 Days of YA

- YALSA always represents at the ALISE conference before the ALA and Midwinter conference, and 2012-13 was no different. This year we had an information booth staffed by YALSA members, staff and Board Members.
- In 2012-13 YALSA also reached out to ALISE to explore the possibility of creating a co-sponsored scholarship or fellowship for a doctoral candidate researching an issue or topic in young adult services in libraries. Our ALISE friends are enthusiastic about this partnership, and YALSA continues to explore funding options to get this idea off the ground.
- Our excellent research journal editor Sandra Hughes Hassell will be stepping down from her position on June 30, 2013. A search committee has identified a new candidate to fulfill this important role. Our *Journal for Research on Libraries and Young Adults* (JRLYA) is now two years old, and YALSA is investigating a new platform to host this online publication.
- Our third Young Adult Literature Symposium, “Hit Me with the Next Big Thing,” reached 500 very enthusiastic attendees. The two-day long event provided a variety of opportunities for YALSA members to connect with teen literature, including sessions on eBooks and genre, a keynote by bestselling author David Levithan and a presentation of two new papers that debuted in *JRLYA*.
- A 365 Days of YA Taskforce is working to develop a calendar of activities that library workers and librarians can use to find quick and easy activities to engage their teen patrons

Member Engagement:

New Student Chapter, Social Media, Wrestlemania, Marketing, Member Surveys

- Based on the recommendations of a library school student at the University of Alabama, the YALSA Board voted to pilot a chapter of the association specifically for students, beginning in fall 2013.

- This year YALSA explored new ways to connect online with its members, including Google Hangouts, Twitter Chats and more. YALSA's social media followers exploded in 2012-13, with 17,833 Twitter follows and 6,805 Facebook likes (as of June 11, 2013).
- YALSA's ongoing partnership with WWE helped the association reach 614 libraries across the country with its Wrestlemania Reading Challenge.
- Over 2012-13, YALSA worked with Northstar Strategies to institute a new marketing plan for all of its services, particularly online. Northstar met with the YALSA Executive Committee in fall 2012. The YALSA office and Board have prioritized which of the recommendations to take on first, and have begun implementation.
- YALSA issued three surveys in September 2012 to find out how we can best serve our members and reach potential members. The surveys reached 750 members, and 1,540 potential members. The Division Membership and Promotion Committee analyzed the results and presented several recommendations to the board.
- YALSA President Jack Martin hosted three Virtual Town Halls via Adobe Connect to talk with members about the association. The topics addressed in the discussions include helping members connect locally with one another and advocacy.
- YALSA's President and President-Elect created two short webinars to help members get involved and get the most out of their membership. The free webinars are available at www.ala.org/yalsa/getinvolved/getinvolved
- In 2013 YALSA gave out its first 'Volunteer of the Year' Awards to the YA Literature Symposium Planning Taskforce and to the Member Manager for The Hub, Gretchen Kolderup.
- Member engagement activities that carried forward from previous years were the virtual mentoring program and opportunities to serve on over 70 YALSA committees, juries, taskforces and advisory boards, blog for YALSA, present a YALSA webinar, and more.

Capacity Building

Reaching Library Administrators, Dollar General Literacy Foundation, Best Buy, Presidential Theme

- A recent PLA survey showed that the number of young adult librarians employed by public libraries across the United States has dropped significantly. As a result of this, the YALSA Board is exploring how we can help library administrators better understand the importance of teen services. As a first step, YALSA has partnered with LLAMA to create a webinar to address this topic.

- In 2012-13 the Dollar General Literacy Foundation helped fund 40 summer reading programs for teens across the country and 10 Teen Read Week™ programs. YALSA would like to thank Dollar General for its continued dedication in supporting teen services in libraries. Dollar General funds also supported the launch of an online community for summer reading and learning, <http://summerreading.ning.com/>
- 2012-13 also saw the beginnings of a new partnership with Best Buy. YALSA received funds from Best Buy to support teen tech programs in libraries across the country. YALSA will be working to refer member libraries across the country to Best Buy for funding. So far 11 libraries have been awarded funding.
- Jack Martin's Presidential Theme, "Connect. Create. Collaborate.," helped YALSA forge several new partnerships including ones with Connected Learning TV, the MacArthur Foundation, the Mozilla Foundation and more.
- A Capacity Building Taskforce is working to make recommendations to the YALSA Board to help the association identify new resources to help YALSA increase support to and resources for its members.

Respectfully Submitted,



H. Jack Martin, YALSA President