

**YALSA Board of Directors
Midwinter Meeting, Seattle
January 25 – 29, 2019**

Topic: Re-envisioning TRW/TTW

Background: A board chat in March 2017 resulted in a board document #32 at Annual 2017 to discuss the alignment of TRW and TTW to YALSA’s Organizational Plan Goals. The document explored ways that Teen Tech Week™ and Teen Read Week™ can be changed to better meet teen, member, and YALSA needs. Based on this document and board discussion, Josie Watanabe and the Advocacy Standing Board Committee present this board document to create a taskforce to reimagine TTW and TRW as an Advocacy Awareness Campaign.

Action Required: Action

Overview

Teen Tech Week and Teen Read Week resources will continue to exist online for our members to use, however they will no longer be supported by YALSA staff. This will save money and staff time, as well as volunteer time to focus on other priorities as discussed in the Implementation Plan. Running these two events per year created a large duplication of efforts for both staff and volunteers

Rationale

Teen Tech Week and Teen Read Week have become a regular part of teen programming across many libraries. However, these events sometimes stand in for year round teen services, instead of celebrating the importance of teen services. Based on participant surveys (See Board Document #32 from Annual 2017), TRW and TTW are not fully meeting the needs or expectations of members and library staff. Additionally, these activities are time consuming to plan and implement, and they are suffering from a lack of purpose/focus. They seem to be trying to fill multiple roles, including but not limited to library staff continuing education, programmatic support for teen services, public awareness raising, fundraising, member engagement, and partner engagement.

For more rationale for the initial decision please see Board Document #32 from Annual 2017: http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/TRWandTTW_AN17.pdf

The Taskforce

The goal of the task force would be to narrow the focus and address both issues of public awareness as well as TRW/TTW participants’ need for support in creating and implementing effective teen programs and services.

The taskforce will:

1. Come up with a new name and ideas for branding for the new campaign
2. Determine what length campaign would best serve YALSA members, e.g. week, month, year
3. Ensure the campaign is focused on raising public awareness on the value of libraries for teens and the importance of year round teen services.
4. Create a means to help members and the library implement teen services programs year-round.
5. Design the event so that it can be celebrated at public and school libraries of all sizes across the county to ensure community and national impact.
6. Consider what materials will roll out with the celebration (e.g., member created toolkit)
7. Look for ways to partner with national organization(s) to increase the event's profile and provide needed resources.
8. Develop a communication plan to help understand the transition of efforts from two small events to a national campaign
9. Make sure the campaign reflects YALSA's EDI beliefs and values.

The taskforce should consider Lights on Afterschool celebration or Money Smart Week as a model.

Questions for the taskforce to consider

- Equity, Diversity and Inclusion Impacts: How can we create pathways for teens and teen staff to be able to understand the new vision for the program, implement and participate in it?
- What month(s) would best serve this type of campaign? Many District Days take place over the summer when schools are not in session. What month or months would be best for this type of awareness campaign?

Financial Implications

1. President and staff time to appoint taskforce.
2. Time of taskforce members working on plan.

Recommended Board Action

The board directs the President to appoint a task force no later than October 1st to re-envision Teen Read Week and Teen Tech Week as a campaign to raise public awareness to the importance of teen services and create a means to help members and the library implement teen services year-round. The taskforce should present their findings to the Board no later than Midwinter 2019.

Resources

- Team Read Week and Teen Tech Week Board Discussion Document #32
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/TRWandTTW_AN17.pdf

- Teen Read Week Evaluation Taskforce Findings Document #30
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/TRWeval_MW14.pdf
- Teen Tech Week Evaluation Taskforce Findings Document #40 :
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/TTWtaskforce_MW14.pdf
- National Celebration Event Document #16:
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/NationalEvent_AN14.pdf

Other Resources

- Creating Public Awareness Campaigns that Work,
<http://coas.howard.edu/centeronraceandwealth/news&events/06122013-creating-public-awareness-campaigns-slides.pdf>
- Critical Components for Public Awareness Campaigns,
<https://advocacyunleashed.kontribune.com/articles/1371>
- How to Create a Campaign: a Step by Step Guide, <https://www.sreb.org/how-createcampaign-step-step-guide>