

**YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
June 23 – 27, 2017**

Topic: Communications Update

Background: A communications report from Anna Lam, YALSA's Communications Specialist, is provided below with information about communications-related projects since Midwinter 2017. The report includes information about publications, which is a key revenue stream for YALSA.

Action Required: Information

MARKETING/ADVERTISING

- Marketing efforts between Midwinter 2017 and now have focused on YALSA's awards and booklists, promoting webinars and online courses, YALSA publications, Teen Read Week™, Summer Learning, YA Symposium, YALSA election results, the new Teen Book Finder Database, and more.
- Ad space in SLJ's Extra Helping e-newsletter was purchased to promote YALSA's new digital publications, eLearning bundles, membership, and the 2017 symposium. A complimentary ad was placed in the Kentucky Library Association's Conference program book to promote this year's symposium. The Ohio State Library Association also offered to promote the symposium for free in their newsletter as a courtesy to ALA/YALSA. Postcards about registration were sent out to ALA members living in the states surrounding Kentucky.
- As of June 1, YALSA has 39,600 followers on Twitter and 13, 606 likes on Facebook.

PERIODICALS

- *YALS* has 159 subscribers, which is down 11% compared to last year. Ad sales have been fairly close to budget.
- The *YALSA eNews* is distributed weekly. For 2017, the current average open rate is 27.2% with an average open rate of 4.62%.
- The Hub: The search for a new member manager is currently underway. Between January 2017 and May 2017, *The Hub* has had over 186,137 page views.

- YALSAblog: Between January 2017 and May 2017, the YALSAblog has had over 66,792 page views.
- One new open access issue of the *Journal of Research on Libraries and Young Adults (JRLYA)* is currently in the copyediting stage.

PUBLIC RELATIONS

- Since Midwinter 2017, YALSA has issued 23 press releases on topics such as YALSA member awards and grants, Teen Read Week, Teens’ Top Ten, YALSA’s YA Services Symposium, the Teen Book Finder Database, Teen Programming HQ, summer learning, publications, the new Transforming Teen Services Through CE project, and more.

PUBLICATIONS & PRODUCTS

- Since Midwinter 2017, YALSA has published two new digital publications titled: YALSA’s Top Reads: STEM and Making and YALSA’s Top Reads: Community Engagement.
- Beginning at the ALA Annual Conference, a new publication will go on sale, *Putting Teens First in Library Services: A Road Map*. This publication is meant to provide practical instruction on how to implement the recommendations in YALSA’s 2014 Futures Report.

PUBLICATION SALES

YALSA Self Publications	2017 (YTD)	2016
Cool Teen Programs for Under	\$168	\$314
Excellence in Library Services	\$13	\$113
Hands-On Learning and the Library eLearning bundle	\$300	---
Outstanding Books for the	\$186	\$308
Practical Programming: The	\$172	\$266
Teen Read Week and Teen Tech	\$189	\$578
Teen Services 101: A Practical	\$2,944	\$4,201
The Complete Summer Reading	\$60	\$112
Welcome to the Library eLearning Bundle	\$225	---
YALSA's 2015 Reads 4 Teens	\$29	\$516
YALSA's Top Reads: Bundle	\$196	---
YALSA's Top Reads: Community Engagement	\$58	---

Young Adults Deserve the Best: Strengthening Teen Services	\$50	---
Young Adults Deserve the Best:	\$23	---
Young Adults Deserve the Best:	\$22	---
Young Adults Deserve the Best: Strengthening Teen Services digital download	\$181	\$158
Young Adults Deserve the Best: Understanding Teen Behavior digital download	\$175	---
Young Adults Deserve the Best: Understanding Teen Behavior	\$299	\$179

YALSA Publications by ALA Editions	2017* (YTD)	2016*
ANSWERING TEENS' TOUGH QUESTIONS	97.38	\$182.60
BEING A TEEN LIB SERVICES ADVOCATE	57.37	\$136.45
Being a Teen Library Services Advocate (e-version)	\$1.90	\$73.58
BEST BOOKS FOR YOUNG ADULTS	-44.77	\$41.69
EVALUATING TEEN SERVICES	867.82	\$2,722.73
Evaluating Teen Services	\$45.60	\$117.81
Evaluating Teen Services (e-version)	51.91	---
HIT LIST FOR YOUNG ADULTS 2:	\$11.90	\$63.39
Intellectual Freedom for Teens (e-version)	26.91	\$477.56
Intellectual Freedom for Teens	\$632.15	\$2,679.27
MORE OUTSTANDING BOOKS FOR THE CB	\$83.33	\$169.68
Multicultural Programs for	\$20.18	\$51.47
Multicultural Programs for	\$302.56	\$140.76
OUTSTANDING BOOKS COLLEGE BOUND	\$1.32	\$1.71
Outstanding Books	\$20.62	\$169.62
Outstanding Books	449.12	\$811.88
Quick and Popular Reads for Teens	-1.5	\$90.54
Risky Business	\$160.53	---
Risky Business (e-version)	37.31	\$24.28
Sizzling Summer Reading Progs.	-0.71	\$7.09
Young Adults Deserve the Best	\$19.48	\$104.33
Young Adults Deserve the Best	25.58	\$208.63

*these are total sales. YALSA receives a 10 – 12% royalty on the publication, depending on the title

WEBSITE

- Since January 2017, the YALSA website has had 786,651 page views compared to 980,679 page views between January – June 2016.

- The Teen Tech Week™ site currently boasts 5,321 members.
- The Teen Read Week™ site currently has 5,027 members.
- The Summer Reading & Learning site currently has 938 members.
- The launch of the new platform for ALA's online community, ALA Connect, is in the testing stage, and is expected to launch in August 2017.
- Since Midwinter 2017, YALSA has launched one new site – the Teen Book Finder Database. It is the new homepage of YALSA's selected lists: <http://booklists.yalsa.net/>

Later in 2017:

- Currently, a revision of YALSA's *The Complete Summer Learning Program Manual* is underway and slated for publication at the end of this year or early next year before Midwinter 2018.
- ALA is implementing a web site redesign, and this includes YALSA's web site
- We will be implementing a new look for the eNews
- I will be taking on Publications Advisory Board work after that group sunsets June 30