

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Chicago
January 30 – February 2, 2015**

Topic: Communications Report

Background: A communications report is provided below with information about communications-related projects since Annual 2014. The report includes information about publications, which is a key revenue stream for YALSA. Anna Lam, YALSA’s Communications Specialist, compiled the report for the Board.

Action Required: Information

MARKETING

- Marketing efforts between Annual 2014 and now have focused on YALSA’s awards and booklists, promoting webinars and online courses, Teen Read Week™, YA Lit Symposium, Teen Tech Week™, Dollar General Literacy Foundation grants, and more.
- YALSA’s Teen Book Finder app in iOS has had over 16,400 downloads during 2014 with a majority of those downloads (over 11,000) taking place in the last half of 2014.
- Newly launched in August of 2014, the android version of the Teen Book Finder app has had over 1500 downloads. The 2015 YALSA award winning titles and book lists will be added to the app following Midwinter.
- In October, YALSA announced the official 2014 Teens’ Top Ten titles after the conclusion of Teen Read Week™ 2014. Voting started on August 15 and lasted through the end of Teen Read Week. Over 12,000 votes were cast.
- YALSA currently has 28,180 Twitter followers and 10,250 likes on Facebook.

PERIODICALS

- In 2014, the *YALSA E-News* had an open rate of 27.31% each week (approximately 1380 readers) and a click through rate of 4.99%.
- *YALS* is now available digitally. Members and subscribers can access the latest and back issues (where available) of *YALS* online through a flipbook interface by logging into and visiting YALSA’s “Member Only” page.
- Three special issues are currently being worked on to be published for *JRLYA*. One of the three special issues is anticipated to be published by late January/early February.

PUBLIC RELATIONS

- Since Annual 2014, YALSA has issued 29 press releases on topics ranging from Teen Read Week, Teen Tech Week, Teens’ Top Ten, Summer Reading & Learning, the Young

Adult Literature Symposium, YALSA member awards and grants, partnerships, the Nonfiction Award, the William C. Morris Award, the Youth Media Awards, and more.

PUBLICATIONS

- YALSA published *Intellectual Freedom for Teens: A Practical Guide for YA and School Librarians* through ALA Editions in the fall of 2014.
- YALSA is in the final steps of self-publishing a brand new publication entitled, *Teen Services 101: A Practical Guide for Library Staff* written by Megan P. Fink. This book will be on sale at Midwinter, and replaces the Bare Bones book that YALSA co-published with PLA in 2000.

WEBSITE

- Since July 2014, the YALSA website has had 1,276,675 page views with over 360,000 users.
- For 2014, the Teen Read Week Ning website had over 3,500 registrants, surpassing last year’s total of 2,514 registrants.
- The Teen Tech Week website currently boasts over 2,330 registrants, surpassing the registrant amount of 1,300 during the same time last year.
- The Summer Reading & Learning website currently has 790 registrants, which is a slightly increase from last year’s statistic of 617 registrants.

Later in 2015:

- YALSA plans to publish a new edition of *Excellence in Library Services to Young Adults* in the later part of 2015.
- YALSA plans to publish a 2015 version of its Reads 4 Teens recommended reading list in spring of 2015 following the release of its recommended book lists and awards.

Publication Sales

Item number	YALSA Self-Publications	FY 2015 Net Sales	FY 2014 Net Sales
9780838985236	Cool Teen Programs for Under	\$585	\$1,409
53090205	Edwards Seal	\$15	\$124
9780838984574	Excellence in Library Services	\$110	\$193
53061022B	EXCELLENCE IN NONFICTION	-----	\$2,217
53061023B	EXCELLENCE IN NONFICTION SEAL	-----	\$12
53061021B	EXCELLENCE IN NONFICTION WINNE	-----	\$362
53060101B	MICHAEL L PRINTZ AWARD SEALS	\$394	\$21,026
53060102B	MICHAEL L PRINTZ HONOR SEAL	-----	\$23,566
422014	Outstanding Books for the College Bound	\$418	\$646
9.78084E+12	Practical Programming: The	\$228	\$4,400
53060101	Printz Gold Seals	\$99	\$1,209

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53060102	Printz Silver Seals	\$116	\$1,364
9780838985595	Teen Read Week and Teen Tech	\$322	\$2,347
9780838986042	The Complete Summer Reading	\$132	\$782
53090942B	WILLIAM C MORRIS AWARD SEAL	-----	\$12
53090941B	WILLIAM C MORRIS AWARD-HONOR/	-----	\$3,810
53090941	William C. Morris Award Honor	\$29	\$490
53090942	William C. Morris Award Seal	\$44	\$438
53061022	YALSA Nonfiction Award Finalists	\$254	\$295
53061023	YALSA Nonfiction Award Nominee	\$0	\$99
53061021	YALSA Nonfiction Award Winner	\$15	\$571
432014	YALSA's 2014 Reads 4 Teens	\$1,015	\$1,305
422013	YALSA's Reads 4 Teens Recommended	-----	\$1,827
2012101	Young Adults Deserve the Best: Strengthening Teen Services through Technology kit	\$199	\$2,726
2012102	Young Adults Deserve the Best: Strengthening Teen Services through Technology kit--digital download	\$175	\$175
2012103	Young Adults Deserve the Best: Understanding Teen Behavior for a Positive Library Experience	\$199	\$3,483
2012104	Young Adults Deserve the Best: Understanding Teen Behavior for a Positive Library Experience—digital download	-----	\$525

ISBN/Item number	YALSA Books Published by ALA Editions	Net Sales FY14	Net Sales to Date FY15
978-0-8389-3582-8	Multicultural Programs for Tweens and Teens	\$1,007	\$190
7400-5828	Multicultural Programs for Tweens and Teens--e-book	\$-	\$-
7700-5828	Multicultural Programs for Tweens and Teens--print/e-book Bundle	\$-	\$-
978-0-8389-3596-5	Risky Business: Taking and Managing Risks in Library Services for Teens	\$555	\$112
7400-5965	Risky Business: Taking and Managing Risks in Library Services for Teens—e-Editions e-book	\$-	\$-
7700-5965	Risky Business: Taking and Managing Risks in Library Services for Teens—print/e-book Bundle	\$-	\$-
978-0-8389-3569-9	Best Books for Young Adults, 3rd Ed	\$230	\$121
978-0-8389-3577-4	Quick and Popular Reads for Teens	\$608.42	\$26

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978-0-8389-0835-8	Hit List for Young Adults 2: Frequently Challenged Books	\$268	\$13
978-0-8389-3563-7	Sizzling Summer Reading Programs for Young Adults	\$103	\$4
978-0-8389-3587-3	Young Adults Deserve the Best: YALSA's Competencies in Action	\$1,692	\$215
7400-5873	Young Adults Deserve the Best: YALSA's Competencies in Action—e-Editions e-book	\$30	\$-
7700-5873	Young Adults Deserve the Best: YALSA's Competencies in Action--print/e-book Bundle	\$56	\$-
978-0-8389-3553-8	More Outstanding Books for the College Bound	\$150	\$246
978-0-8389-8570-0	Outstanding Books for the College Bound	\$5,411	\$1,190
7400-5700	Outstanding Books for the College Bound—e-Editions e-book	\$72	\$-
7700-5700	Outstanding Books for the College Bound--print/e-book Bundle	\$177	\$59
978-1-5557-0795-8	Being a Teen Library Services Advocate	\$1,111	\$176
7400-7958	Being a Teen Library Services Advocate—e-Editions e-book	\$-	\$-
7700-7958	Being a Teen Library Services Advocate--print/e-book Bundle	\$58.00	\$-
978-1-55570-793-4	Evaluating Teen Services and Programs	\$1,761	\$1,217
7400-7934	Evaluating Teen Services and Programs—e-Editions e-book	\$-	\$40
7700-7934	Evaluating Teen Services and Programs--print/e-book Bundle	\$116.00	\$58
978-1-55570-794-1	Answering Teens' Tough Questions	\$1,076	\$329
7400-7941	Answering Teens' Tough Questions-e-Editions e-book	\$-	\$-
7700-7941	Answering Teens' Tough Questions-print/e-book bundle	\$-	\$-
978-0-8389-1200-3	Intellectual Freedom for Teens	\$-	\$7,933
7400-2003	Intellectual Freedom for Teens--e-book	\$-	\$-
7700-2003	Intellectual Freedom for Teens--print/e-book bundle	\$-	\$-

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