

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Boston
January 8 - 12, 2016**

Topic: Communications Report

Background: A communications report is provided below with information about communications-related projects since Annual 2015. 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/ADVERTISING

- Marketing efforts between Annual 2015 and now have focused on YALSA’s awards and booklists, promoting webinars and online courses, YALSA publications, Teen Read Week™, Teen Tech Week™, Summer Learning, YA Symposium, Dollar General Literacy Foundation grants, and more.
- Ad space in SLJ’s print journal was purchased to promote YALSA membership in hopes to attract new members. Complimentary ad space promoting the Teens’ Top Ten and YALSA’s Teen Book Finder app/Teen Read Week™ were placed in the September and October issue of the teen magazine, Teen Ink, respectively. Ad space in ALISE’s program book advertising YALSA’s research resources was also purchased.
- The 2015 Teens’ Top Ten titles were officially announced following Teen Read Week. Over 27,000 votes were cast.
- As of Dec. 21st, YALSA has 33,739 followers on Twitter and 11,553 likes on Facebook.

PERIODICALS

- The *YALSA E-News* is distributed weekly and has an average open rate of 28.1% with an average click through rate of 5.3% for 2015.
- The Hub: Molly Wetta, collection development librarian at Lawrence (Kansas) Public Library is the manager of The Hub through August 2016. Between July 2015 and December 2015, *The Hub* has had over 190,091 page views.
- YALSAblog: Between July 2015 and December 2015, the YALSAblog has had over 65,350 page views.

- Two new, open access issues of the *Journal of Research on Libraries and Young Adults (JRLYA)* were published:
 - Volume 6: Number 4: November 2015: Practice-Based Research
 - Find Poetry: Using Found Poems in School and Public Libraries to Enhance Student Creativity and Writing
 - Future of Library and Museum Services Supporting Teen Learning: Perceptions of Professionals in Learning Labs and Makerspaces
 - Book Tweets and Snappy Reads: Booktalking to Engage Millennial Teens
 - YouthStudio: Designing Public Library YA Spaces with Teens
 - Examining Inclusive Programming in a Middle School Library: A Case Study of Adolescents Who Are Differently- and Typically-Able
 - Volume 6: Number 3: August 2015
 - Adolescent Females and the Graphic Novel: A Content Analysis
 - Teen Library Website Models: Identifying Design Models of Public Library Websites for Teens

PUBLIC RELATIONS

- Since Annual 2015, YALSA has issued 22 press releases on topics such as YALSA member awards and grants, Badges for Learning website, Teen Read Week, Teens’ Top Ten, Teen Tech Week, YALSA’s YA Services Symposium, Teen Programming HQ, summer reading, publications, and more.

PUBLICATIONS

- YALSA has submitted an application for the ALA Carnegie Whitney Grant proposing a publication titled *Rethinking Teen Services to Meet the Needs of Today’s Teens: a Road Map*. If successful, the grant will award YALSA with a \$5,000 grant to support the editorial/ publication process of the publication. The publication’s goal is to act as a supplemental resource to YALSA’s report, *The Future of Library Services for and with Teens: a Call to Action*. It build on that report by taking its broad recommendations and turning them into concrete, actionable steps that front line library staff can carry out in their library. Grant winners will be notified by the end of February 2016.
- The Publications Advisory Board Committee has reviewed past YALS articles and grouped them into topics related to the Futures Report to determine whether there is enough content to create a publication around. This idea is similar to YALSA’s *Teen Read Week™ and Teen Tech Week™ Tips and Resources for YALSA’s Initiative: Best of YALS* publication. It is a good starting point to have when trying to determine the focus of future YALSA publications.

PUBLICATION SALES

YALSA Self-Publications & Products		FY15 total	FY16 YTD
9780838985236	Cool Teen Programs for Under	\$1,321.71	\$80.15

**YALSA Board of Directors – Midwinter 2016
Topic: Communications Report**

53090205	Edwards Seal Gold 24/pk	\$100.00	\$13.05
9780838984574	Excellence in Library Services	\$210.00	\$11.25
9780838982808	Excellence in Library Services to Young Adults, 4th Edition: The Nation's Top Programs	\$12.60	
53061022B	EXCELLENCE NONFIC SEAL Slvr Bulk (1000/roll)	\$6,376.85	
53090941	Morris Award Honor Seal 24/pk	\$374.05	\$14.50
53090942	Morris Award Seal Gld 24/pk	\$303.05	
53090942B	MORRIS AWARD SEAL Gold Bulk (1000/roll)	\$131.30	
422014	Outstanding Books for the College Bound digital download	\$1,090.13	\$218.50
9780838986707	Practical Programming: The	\$750.00	\$72.00
53060101B	PRINTZ Gold AWARD SEALS Bulk (1000/roll)	\$6,155.20	
53060101	Printz Gold Seals 24/pk	\$1,048.25	\$178.35
53060102B	PRINTZ HONOR SEAL Bulk (1000/roll)	\$17,139.50	
53060102	Printz Silver Seals 24/pk	\$1,460.00	\$343.65
9780838985595	Teen Read Week and Teen Tech	\$915.00	\$189.00
9780838988039	Teen Services 101: A Practical Guide for Busy Library Staff	\$9,635.60	\$1,494.90
9780838986042	The Complete Summer Reading	\$672.00	\$20.00
53090941B	WILLIAM C MORRIS AWARD-HONOR SEAL (1000/roll)	\$897.15	\$350.00
53061022	YALSA Nonfict Finalist Seal 24/pk	\$724.95	\$81.20
53061021	YALSA Nonfict Winner Seal 24/pk	\$550.75	\$68.15
53061023	YALSA Nonfiction Nominee Seal 24/pk	\$127.55	-----
432014	YALSA's 2014 Reads 4 Teens	\$1,363.00	-----
442015	YALSA's 2015 Reads 4 Teens Recommended Reading for Teen Patrons—digital download	\$1,780.60	\$464.00
2012101_CONV	Young Adults Deserve the Best: Strengthening Teen Services through Technology	\$378.10	-----
2012102	Young Adults Deserve the Best: Strengthening Teen Services through Technology: Digital Download	\$700.00	-----
2012103	Young Adults Deserve the Best: Understanding Teen Behavior	\$378.10	-----
2012104	Young Adults Deserve the Best: Understanding Teen Behavior: Digital Download	\$175.00	-----

YALSA Publications by ALA Editions (YALSA gets a royalty of approx. 10%)		FY 2015	FY 2016
9781555707941	ANSWERING TEENS' TOUGH QUESTIONS	\$709.20	\$112.10
9781555707958	BEING A TEEN LIB SERVICES	\$267.84	\$74.23
74007958	Being a Teen Library Services	\$1.96	\$21.00
9780838935699	BEST BOOKS FOR YOUNG ADULTS	\$200.61	\$2.11
9781555707934	EVALUATING TEEN SERVICES & PROGRAM	\$2,289.29	\$1,335.20
74007934	Evaluating Teen Services and Programs e-book	\$133.56	\$53.20
77007934_CONV	Evaluating Teen Services PEB	\$58.00	-----
9780838908358	HIT LIST FOR YOUNG ADULTS 2:	\$108.55	\$56.43
9780838912003	Intellectual Freedom for Teens	\$11,878.52	\$1,230.26
74002003	Intellectual Freedom for Teens: A Practical Guide for Young Adult & School Librarians—eEditions e-book	\$129.51	\$137.61
9780838935538	MORE OUTSTANDING BOOKS FOR THE	\$296.81	\$33.40
9780838935828	Multicultural Programs for Tweens and Teens	\$1,939.87	-----
74005828	Multicultural Programs for Tweens and Teens Ebook	\$23.00	-----

YALSA Board of Directors – Midwinter 2016
Topic: Communications Report

77005700_CONV	Outstanding Books for Coll Bnd PEB	\$59.00	-----
74005700	Outstanding Books for the College Bound	\$4.64	-----
9780838934562	OUTSTANDING BOOKS FOR THE COLLEGE BOUND	\$1.53	-----
9780838985700	Outstanding Books for the College Bound	\$2,439.63	\$255.14
74005700	Outstanding Books for the College Bound		\$26.00
9780838935774	Quick and Popular Reads for Teens	\$219.29	\$39.78
9780838935965	Risky Business: Taking and Managing Risks in Library	\$382.15	-----
74005965	Risky Business: Taking and Managing Risks in Library Serv	\$6.63	-----
9780838935637	Sizzling Summer Reading Progs.	\$11.06	\$1.39
74005873	Young Adults Deserve the Best: YALSA's Competencies in Action--eEditions e-book	\$42.31	-----
9780838935873	Young Adults Deserve the Best: YALSA's Competencies in Action	\$1,634.03	\$142.22

WEBSITE

- Since July 2015, the YALSA website has had 1,070,080 page views compared to 1,112,577 page views between January – June 2015.
- The Teen Tech Week™ website currently boasts 3, 489 members with more expected as Teen Tech Week draws closer. Back in June of 2015, the site had 3,170 registrants.
- The Teen Read Week™ site currently has 4,307 members compared to 3,703 members back in June of 2015.
- The Summer Reading & Learning site currently has 852 members.
- The launch of the new platform for ALA’s online community, ALA Connect, has been delayed until March
- Since Annual 2015, YALSA has launched two new sites – Teen Programming HQ and Badges for Learning
 - Teen Programming HQ: The mission of the new site is to provide a one-stop shop for library staff to find and share program ideas and to network with one another around issues related to planning, implementing and evaluating library programs for and with teens. <http://hq.yalsa.net/index.html>
 - Badges for Learning: Librarians, library workers and library students with an interest in young adult library services can complete learning-based tasks and develop skills tied directly to the seven (7) competency areas covered in [YALSA’s Competencies for Serving Youth in Libraries](#). The program is free, completely virtual and asynchronous. <http://yalsabadges.ala.org/>

Later in 2016:

- If awarded the Carnegie Whitney Grant, *Rethinking Teen Services to Meet the Needs of Today’s Teens: a Road Map* will be YALSA’s next publication.
- There are also talks of revamping YALSA’s *The Complete Summer Reading Program Manual* into *The Complete Summer Learning Program Manual*.
 - The Publications Advisory Board Committee has put together a list of potential authors for YALSA publications, as well as topics that are relevant to the library community and may be potential future publications.

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