

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Atlanta
January 20 - 24, 2017**

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 2016 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 the Pennsylvania Library Association’s newsletter and School Library Journal’s newsletter, Extra Helping, was purchased to promote the 2016 Symposium. Ad space for Teen Read Week™ and YALSA membership was also purchased in School Library Journal’s newsletter, Extra Helping.
- The 2016 Teens’ Top Ten titles were officially announced following Teen Read Week. Over 28,000 votes were cast.
- As of Dec. 27th, YALSA has 37,715 followers on Twitter and 13,165 likes on Facebook.

PERIODICALS

- The *YALSA E-News* is distributed weekly and has an average open rate of 25.26% with an average click through rate of 4.52% for 2016.
- The Hub: Between July 2016 and December 2016, *The Hub* has had over 251,467 page views. As a whole for 2016, The Hub has a new record of 455,891 page views; the most it has had since its start. 2015 recorded 413,301 page views, while 2014 recorded 418,473 page views.
- YALSAblog: Between July 2016 and December 2016, the YALSAblog has had over 72,267 page views. For this year so far, there’s been 141,175 page views.

- One new open access issue of the *Journal of Research on Libraries and Young Adults (JRLYA)* was published:
 - Number 3: December 2016
 - [Hunky Cajuns and Gay Sextons: Diversity as Represented in Adolescent Book Reviews](#)
 - [The Real Deal 2*: How Autism Is Described in YA Novels](#)
 - [Teen Book Covers: What’s Missing?](#)
 - [What We Know: Planning, Implementing, and Assessing a Media Literacy-Themed Summer Camp](#)

PUBLIC RELATIONS

- Since Annual 2016, YALSA has issued 24 press releases on topics such as YALSA member awards and grants, Futures Ready Project, Teen Read Week, Teens’ Top Ten, Teen Tech Week, YALSA’s YA Services Symposium, Teen Programming HQ, summer reading, publications, and more.

PUBLICATIONS

- Two short digital publications are currently in the works and are slated to be released by February 2017. Both publications will be compilations of articles from YALSA’s electronic publications (YALS, JRLYA, YALSAblog) and resources based on a specific topic. One is centered around STEM/Making and the other, Community Engagement/Partnerships. The tentative titles are “YALSA’s Top Reads: STEM and Making Edition” and “YALSA’s Top Reads: The Community Engagement Edition.”
- A new publication, titled, *Rethinking Teen Services to Meet the Needs of Today’s Teens: A Road Map* is currently underway and tentatively slated to be published by March 2017.
 - 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 builds 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.
- The beginning process of updating the Summer Reading Manual into a Summer Learning Manual is also underway. Currently, there are talks with two individuals who are interested in becoming editors for the publication.

Publication Sales

YALSA Self-Publications & Products	FY17	FY16
Cool Teen Programs for Under	\$49.00	\$485.27
Edwards Seal Gold 24/pk	\$13.05	\$95.70
Excellence in Library Services	----	\$125.00
EXCELLENCE NONFIC Slvr Bulk (1000/roll)	\$775.00	\$6,780.00
EXCELLENCE NONFICT WINNER Bulk (1000/roll)	----	\$5,920.00
Morris Award Honor Seal 24/pk	\$42.05	\$273.75
Morris Award Seal Gld 24/pk	\$40.60	\$220.25
MORRIS AWARD SEAL Gold Bulk (1000/roll)	----	\$4,465.00
Outstanding Books for the	\$129.20	\$450.30
Practical Programming: The Best of YA-YAAC	\$57.00	\$313.00

YALSA Board of Directors – Midwinter 2017
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PRINTZ Gold AWARD SEALS Bulk (1000/roll)	----	\$8,425.00
Printz Gold Seals 24/pk	\$82.65	\$915.62
PRINTZ HONOR SILVER SEAL Bulk (1000/roll)	----	\$10,190.00
Printz Silver Seals 24/pk	\$84.10	\$1,073.57
Teen Read Week and Teen Tech	\$129.50	\$749.35
Teen Services 101: A Practical Guide for Busy Library Staff	\$1,908.00	\$3,837.07
The Complete Summer Reading	\$40.00	\$150.00
WILLIAM C MORRIS AWARD-HONOR (1000/roll)	----	\$3,150.00
YALSA Nonfict Finalist 24/pk	\$14.50	\$462.30
YALSA Nonfict Winner 24/pk	\$68.15	\$352.20
YALSA Nonfiction Nominee 24/pk	\$29.00	\$113.05
YALSA's 2015 Reads 4 Teens Recommended Reading for Teen Patrons— digital download	\$29.00	\$568.40
Young Adults Deserve the Best: Strengthening Teen Service CD	\$22.27	----
Young Adults Deserve the Best: Strengthening Teen Services through Technology kit--digital download	\$6.00	\$157.50
Young Adults Deserve the Best: Strengthening Teen Service Manual	\$22.50	----
Young Adults Deserve the Best: Understanding Teen Behavior for a Positive Library Experience	\$99.50	\$557.20

Non-Self Published YALSA Titles	FY16	FY17
Answering Teens Tough Question	\$82.96	\$25.03
ANSWERING TEENS' TOUGH QUESTIONS	\$182.60	\$74.10
BEING A TEEN LIB SERVICES	\$136.45	(\$19.96)
Being a Teen Library Services	\$73.58	\$1.90
BEST BOOKS FOR YOUNG ADULTS	\$ 41.69	(\$43.15)
EVALUATING TEEN SERVICES & PROGRAM	\$2,717.63	\$326.00
Evaluating Teen Services and Programs e-book	\$117.81	\$5.60
HIT LIST FOR YOUNG ADULTS 2:	\$63.39	\$20.34
Intellectual Freedom for Teens	\$2,679.27	\$550.44
Intellectual Freedom for Teens: A Practical Guide for Young Adult & School Librarians—eEditions e-book	\$477.56	\$26.91
MORE OUTSTANDING BOOKS FOR THE	\$169.68	\$14.73
Multicultural Programs for Tweens and Teens	\$169.88	\$61.60
Outstanding Books for the College Bound	\$169.62	\$20.62
Outstanding Books for the College Bound	\$822.80	\$296.80
Quick and Popular Reads for Teens	\$90.54	\$2.92
Risky Business: Taking and Managing Risks in Library	\$(105.57)	\$44.00
Risky Business: Taking and Managing Risks in Library Serv	\$ 24.28	\$37.31
Sizzling Summer Reading Progs.	\$7.09	\$1.86
Young Adults Deserve the Best	\$104.33	\$19.48
Young Adults Deserve the Best	\$290.95	\$102.90

WEBSITE

- As part of the effort to update YALSA messaging to reflect the new mission and Organizational Plan, the website description that appears in Google searches now reads

“supporting teen learning and development via guidelines, best practices, and other resources for library staff, afterschool providers and educators”

- Since July 2016, the YALSA website has had 912,028 page views compared to 1,070,080 page views between January – June 2016.
- The Teen Tech Week™ website currently boasts 4,639 members with more expected as Teen Tech Week draws closer. Back in June of 2016, the site had 3,489 registrants.
- The Teen Read Week™ site currently has 4,910 members compared to 4,307 members back in June of 2016.
- The Summer Reading & Learning site currently has 911 members, compared to 852 back in June of 2016.