

**YALSA Board of Directors Meeting**  
**ALA Midwinter Meeting, Denver**  
**February 9 – 12, 2018**

**Topic:** 2017 – 2018 Strategic Committee Task Lists

**Background:** Each year the first task of a Strategic Committee is to determine a work plan for the year that supports YALSA's Organizational Plan. In Sept. 2017 eight Committee Chairs submitted the following Task Lists to the Board.

**Action Required:** Consent

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**Resources**

- Chair & Board Liaison Contacts, [www.ala.org/yalsa/workingwithyalsa/committees/committeechair](http://www.ala.org/yalsa/workingwithyalsa/committees/committeechair)
- Organizational Plan, [www.ala.org/yalsa/aboutyalsa/strategicplan](http://www.ala.org/yalsa/aboutyalsa/strategicplan)

**YALSA Board of Directors – Midwinter 2018**  
**Topic: 2017 – 2018 Strategic Committee Task Lists**  
**Item #4**

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Board Liaison: Melissa McBride  
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**Committee Name: Division Membership and Promotion**

YALSA Organizational Plan Goal & Strategies supported by this group: By 2018, YALSA membership has grown by at least 15%. The number of YALSA members with diverse backgrounds, as defined by ALA, has increased by 20%.

Projects			Deliverables	Current Status		
Project / Task	Priority	Description	Deliverable(s)	Person Responsible	Date Assigned	Date completed
<b>YALSA 101 Session</b>	<b>High (but planning starts JAN/FEB 2018)</b>	<b>The committee will develop the YALSA 101 Session for the 2018 ALA Annual Conference. This session focuses on introducing new and potential members to the resources, activities, and opportunities available to them with a YALSA membership</b>				
			YALSA 101 Session		January	
<b>Assist with Staffing YALSA Booth at ALA Conferences</b>	<b>High</b>	<b>The committee will encourage YALSA members to staff the YALSA booth at ALA Conferences, staff it themselves if they are attending the conference, and help Letitia Smith think of activities and handouts for the booth</b>				
					October for Midwinter, April for Annual	
<b>Member Anniversary Cards</b>	<b>High</b>	<b>Committee members will personalize and send anniversary cards to YALSA members celebrating significant anniversaries</b>				
			Cards sent to members		Within a week after receiving	

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<b>Work with the YALSA Board on additional projects as requested</b>	<b>Low</b>	<b>Committee will stay open to any special projects passed down by the YALSA Board throughout the year</b>				
<b>Special Project: Increase awareness of YALSA Awards, Grants, Stipends, and Scholarships</b>	<b>High</b>	<b>Committee members will keep watch over YALSA news site and search out other opportunities to reach out to YALSA members to them to encourage them to apply for YALSA's Awards, Grants, Stipends and Scholarships.</b>				
			personalized messages sent to members			
			increased awareness of eligibiity for YALSA awards, grants, stipends, and scholarships			
<b>Targeted Messaging</b>	<b>Medium</b>	<b>Messages will be created at least monthly to target the following: potential members, students and falcuty, ALA groups or affiliates, and any other identifiable potential member groups</b>				
		The committee members will volunteer to message at least two list servs (ex. State or Regional), Facebook groups (ex. ALA Think Tank), or other online groups (ex. maker/tinker groups) monthly with a message about what is happening in YALSA this month, membership perks, or other helpful news.	monthly messages to recruit new members			
		The committee will research to identify any ALA affiliates or groups to share resources and infromation, especially in regards to membership perks. Additionally, many of these groups promote diversity within the profession may be unaware of YALSA's current resources which will also be shared.	one time outreach to share resources and recruit new members, followup if needed			

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		The committee will work with Letitia Smith to compile lists of emails of current YALSA members who identify as LIS professors/faculty and send a form email that contains membership videos, materials, and free information to share with their students so they can be advocates for YALSA membership.	one time outreach to share resources to be advocates, followup if needed			
		Identify and reach out to MLIS program list servs, email contacts, and/or student organizations to share information about YALSA membership. Send a form email similar to the one sent to professors/faculty.	one time outreach to inform about membership perks and share resources, followup if needed			
		Committee will monitor YALSA membership benefits throughout the year and identify individuals/groups that we can contact "on the spot" regarding special timely topics/events/resources offered by YALSA to members (ex: topical webinars or grants).	periodic messages to recruit new members			
		Committee will develop a way to assess or record feedback or interactions to evaluate the effects of the above outlined messaging.	evaluation tool			
<b>Refer a Member program</b>	<b>Low</b>	<b>Throughout the year committee members will suggest people for Letitia Smith to contact personally about becoming a YALSA member</b>				
		Explore if there is something YALSA can do for members that refer colleagues for YALSA membership (ex: branded notebook or discount on a YALSA publication).				

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<b>Financial Advancement Committee</b>

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<b>August Fundraising Push</b>	<b>Goal: \$1500</b>	<b>Raise \$1000 for 2018 Emerging Leader</b>				
Contact Past EL winners		Contact Emerging Leaders to share their story with FOY donation appeal	Blog Posts	FAC Chair	8/1/2017	8/5/2017
Social Media/Email Push		Post appeals and follow ups to Twitter, YA-YAAC and YALSA-BK	Posts to reach a wide audience	FAC	8/9/2017	8/14/2017
Appeal in YALSA eNews		Post appeal in eNews, hopefully linking to an EL blog post	News Item	FAC Chair	8/11/2017	8/14/2017
<b>Non-Member Outreach</b>	<b>Goal: \$2000</b>					
Appeal for NLLD Stipend		Start raising money for NLLD Stipend, as we reached our goal for August.	Social Media/Listserv posts	FAC/Board Members	8/15/2017	
Appeal to Non-Members		Use stories & photos gathered in April & May to reach out to nonmembers who use YALSA resources and appeal to them to support an organization who has supported them in their work.	Social Media/Listserv posts	FAC	October	
<b>Symposium Raffle Items</b>		<b>Gather items for Symposium Raffle</b>				
Gather Items		Reach out to friends and family to donate items for silent raffle. Send items to Nichole O'Connor by the beginning of October.	Donated Items	FAC	8/2/2017	
<b>Symposium Silent Raffle</b>	<b>Goal: \$4500</b>	<b>Raffle off Donated Goods</b>				
Raffle		Raffle off Donated Goods and services from members, vendors, etc.	Raffle tickets sold	FAC with support from Nichole O'Connor	November	
<b>Giving Tuesday 2017</b>	<b>Goal: \$4000</b>	<b>Giving Tuesday Outreach</b>				

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Planning		FAC, Fiscal Officer and Executive Director will evaluate possibilities for the focus of 2017 Giving Tuesday		FAC, Fiscal Officer, Executive Director		
Appeal		Reach out to members and nonmembers (Social Media, Listservs) to donate to a specific YALSA grant, scholarship or award.	Social Media/Listserv Posts	FAC, Fiscal Officer, Executive Director		
Appeal		Reach out to Board Members and FOY Listserv to ask for their help in spreading the social media posts. Send them pre-written posts to use.		FAC Chair	November	
<b>Publisher Appeal</b>	<b>Goal: \$1000</b>					
		Reach out to publishers whose titles have won one of six YALSA book and media awards and encourage them to make a donation to the Leadership Endowment, as in years past.		FAC Chair/ Fiscal Officer	December	
		Include an offer of a publisher sponsorship of FOY for a term of 1-3 years for a specific sum. Their name and note of sponsorship will appear in all communications from Friends of YALSA.		FAC Chair/ Fiscal Officer	December	
<b>Year End Giving</b>	<b>Goal: \$2000</b>	<b>Send Out Messages to Targeted Supporters and Nonmembers</b>				
		In addition to ALA's End of Year fundraising outreach to members, FAC will send out a selection of messages to targeted supporters and nonmembers highlighting the value of giving a gift of YALSA either as a holiday present to those who they know are not already members or for themselves. This will include a reminder of the tax donation implications of a gift of YALSA.		FAC Chair/ Fiscal Officer/ YALSA Communication Specialist	December	
<b>Demonstrating Impact</b>	<b>Goal: \$1000</b>					
Collect Stories/Photos		Collect stories and photos from members who've benefited from grants and awards funded by FOY for use w/future messaging and fundraising efforts.	Stories and Photos to use when needed	FAC	Jan-April	
<b>National Library</b>	<b>\$1000 for Each Stipend</b>	<b>Focused effort to raise money for NLLD travel stipend and related advocacy efforts.</b>				

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<b>Legislative Day</b>						
		Work with NLLD Taskforce to explore fundraising opportunities		FAC with support from NLLD Task Force	March/April	
		Find a sponsor to send a YALSA member to NLLD		FAC with support from NLLD Task Force	March/April	
<b>Fundraising Tool Kit</b>	<b>Goal \$500</b>	<b>Update Fundraising Toolkit</b>				
Update Toolkit		Update online toolkit and share with members; fundraiser on behalf of YALSA	New toolkit to share with members	FAC	Jan-April	
Engage Members in Building Fundraising Skills		Serve as example/mentor for members who are looking for effective/proven fundraising strategies through our own fundraising.	Emphasize fundraising in spring	FAC	Jan-April	
<b>Fundraising Evaluation</b>		<b>Evaluate fundraising efforts so far; if they are not meeting targets, plan an end-of-the-fiscal-year push.</b>				
Evaluate Fundraising		Evaluate fundraising efforts so far; if they are not meeting targets, plan an end-of-the-fiscal-year push.	FAC Meeting	FAC & Board	April-May	
<b>Coffee Klatch Raffle</b>	<b>Goal: \$1000</b>	<b>Nichole O'Connor acquires and raffles off books from the attending authors</b>				
Advertise		FAC will advertise on Social media; share photos of raffle items.		FAC Advertises, Nichole coordinates on site	June	
Sell Tickets		If attending ALA Annual, leave room in schedule to attend the Coffee Klatch. Arrive an hour early to help Nichole sell raffle tickets.				

**TASK LIST: JRLYA Advisory Board 2017-2018**

**Due**

**LEADERSHIP**

**ADVOCACY**

**OUTREACH**

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<b>TASK1</b>	30-Jun-18	Peer review journal submissions, as requested from JRLYA editor.	Support JRLYA editor in vision of journal's topics and goals.	Communicate with JRLYA editor with feedback as requested, and with ideas for journal topics, etc.
<b>TASK2</b>	31-Dec-17	Database research: research subscription databases to determine JRLYA presence and gaps.		
<b>TASK3</b>	31-Mar-18	Database research: research similar open source journals to comparison/contrast indexing of other journals with JRLYA.		
<b>TASK4</b>	30-Jun-18		Create a brief document(s) that helps researchers make the case for why JRLYA is important and should be a place for researchers to seek for publishing their work.	Share database research findings with appropriate YALSA staff members for application of research findings.



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**Organization and Bylaws Committee**

Projects						
Project / Task	Priority	Description	Deliverable(s)	Current Status		
Project / Task	Priority	Description	Deliverable(s)	Person Responsible	Date Assigned	Date completed
<b>Jury Chair Manual</b>	<b>high</b>	<b>Create a new jury chair manual to be used beginning in October 2017.</b>				
[ Sub Task ]		We are trying to have this completed by mid-September for review before it is given to the incoming chairs.	document	sub committee of O&B led by Kelsey Socha		
[ Sub Task ]						
<b>Outcomes Measurement Research</b>	<b>High</b>	<b>Board doc #29 tasked us with evaluating the outcomes of the various YALSA committees and member groups. We will present our findings at Midwinter 2018</b>				
[ Sub Task ]		[ short description ]	TBD	Melissa McBride	8/17/2017	
<b>Revise current Chair Manual</b>	<b>High</b>	<b>After we complete the outcomes assessment, we will begin revising the current chair manual. It will include more information for IGs, etc. This will be seperate manual from the new jury chair manual.</b>				
[ Sub Task ]			document	Melissa McBride	Jan 2018	

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<b>Undetermined assignments</b>	<b>Low</b>	<b>Throughout the year, the Board will task O&amp;B with other assignments. We are a committee that must adapt as needs arise. It is possible new actions will stem from the work we are already slated to complete.</b>				
[ Sub Task ]			TBD		Melissas McBride	TBD
<b>[ Project Title ]</b>		<b>[ Details ]</b>				
[ Sub Task ]						

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<b>Committee Name: Research</b>						
<b>Projects</b>			<b>Deliverables</b>	<b>Current Status</b>		
Project / Task	Priority	Description	Deliverable(s)	Person Responsible	Date Assigned	Date completed
<b>Research Roundup Column</b>		<b>Committee members are responsible for writing an 800-1600 word article about the young adult library-related research related to each quarterly topic in YALS. Additionally, members are expected to write a more condensed version of the Research Roundup column to be posted to the YALSA blog.</b>				

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Youth Activism through Community Engagement	Due: 10/15/17	Please see description	Column and blog post	Sarah	8/9/2017	
Serving Small, Tribal, and Rural Teens	Due: 01/15/18	Please see description	Column and blog post	Wendy/Thom	8/9/2017	
Intersectionalism/Cultural Awareness/Restorative Justice	Due: 04/15/18	Please see description	Column and blog post	Dena	8/9/2017	
Year-Round Teen Services in Public and School Libraries	Due: 06/30/18	Please see description	Column and blog post	Kiim/Krista	8/9/2017	
<b>Promoting YALSA's Research Agenda</b>		<b>Using YALSA's and other ALA - affiliated journals to discuss elements of the Research Agenda and how they might be used by practitioners and researchers. Please cite your plans for topic, audience, type and length of deliverable, and vehicle for dissemination (ex: YALSA blog, SLJ, podcast).</b>				
Ways practitioners partner with researchers and vice versa	TBD	Help practitioner understand ins and outs of working with researchers	Article	Sarah/Thom	8/9/2019	
Examples of research demonstrating the interconnectedness of certain aspects of the Research Agenda	TBD	A different way to approach the RA instead of looking at each individual aspect.	Article	Robin	8/9/2017	
Promote with MLIS students	promote through two school semesters through May 2018.	Promote thru professors teaching YA curriculum (extra cr or assigned reading) or thru school organizations i.e. ALA student chapters.	Article? Checklist?	Dena	8/9/2017	

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Information literacy	February/March	What information literacy skills YAs seem to be missing and ways of approaching information literacy for YA students , especially those who have not received them early on . Also YALSA Resources that can be helpful in introducing information literacy to students who have been reluctant or need more instruction and how YA librarians can assist.	Article	Krista	9/15/2017	
YA transitions to adult services	May	What transitioning YAs are really like, how we still need YA services to bridge the gap, and the things YALSA provides to help with this crossover.	Article	Krista	9/15/2017	
<b>Research-based "Best Practices" presentations</b>		<b>Using research from young adult practices, develop a "best practices" presentation and takeaway for practioners of specific communities identified by YALSA's plan.</b>				
Rural	TBD	Please see description	Presentation/article?	Kim/Krista	8/9/2017	

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Project / Task	Priority	Description	Deliverable(s)	Person Responsible	Date Assigned	Date completed
<b>Promote 2018 Grant</b>		<b>Using a variety of methods to publicize the 2018 grants.</b>				
Summer Learning Ning, YALSA E-News	Leading the Transformation of Teen Services	Publicize the current grant application. This may include posting information about past winners and programs.	Monthly Ning & E-News posts	<b>Ning</b> - Sept. (Melissa), Oct. (Addriene), Nov. (Addie), Dec. (Katrina); Sept-Dec. E-News (Robin)	9/1/2017	
Additional publicity	Leading the Transformation of Teen Services	Go beyond YALSA to reach larger community.	Post on PubYAC , email American Libraries Magazine, reaching out to rural librarians, cross posting on ALSC and PLA , varioous social media	<b>PubYAC</b> - (Robin), American Libraries - (Robin), Library of Virginia (Robin), reaching out to rural librarians - (Addie), cross posting on ALSC and PLA - (Katrina), various social media - (Katrina)	10/1/2017	
<b>Evaluate current tools</b>		<b>Examine YALSA Summer Learning Page and Teen Intern Toolkit to see if updates are needed</b>				
YALSA Summer Learning Page	Leading the Transformation of Teen Services	See if updates are needed.	Post suggestions in Google Docs.	Adrienne	11/1/2017	

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Teen Intern Toolkit	Leading the Transformation of Teen Services	See if updates are needed.	Post suggestions in Google Docs.	Katrina	11/1/2017	
<b>Evaluate grants</b>		<b>Review applicants and make recommendations on winners</b>				
Review grants	Leading the Transformation of Teen Services	Select winners	Winners provided to YALSA	All	12/1/2017	
<b>Proposal for ALA Midwinter 2019</b>		<b>Develop a presentation</b>				
Draft a a propasal for ALA Midwinter 2019	Leading the Transformation of Teen Services	Collaborate on a presentation for ALA Midwinter 2019	Submit proposal	Robin	1/1/2018	
<b>Outreach</b>		<b>Schedule a time to be at the YALSA booth with staff to promote the grants</b>				
Presence at YALSA Booth at Midwinter 2018	Leading the Transformation of Teen Services	During ALA Midwinter and Annual sit at the YALSA booth and answer any questions about the grants	Attendance at YALSA booth at ALA Midwinter and Annual	Melissa	2/10/2018	

Chair

Teen Read Week Committee  
Dora T. Ho

Board Liaison Jessi Snow

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Projects						
Project / Task			Deliverables	Current Status		
Project / Task	Priority	Description	Deliverable(s)	Person Responsible	Date Assigned	Date completed
<b>Promote 2017 TRW Resources and programs</b>	<b>High</b>	<b>Methods:</b>				
TRW Theme		End of Summer/ready for TRW (Via YALSA Blog)	Blog post	Becky	7/27/17	8/9/17
TRW Resources on TRW Website, manual		Mid September (Via YALSA Blog)	Blog post	Rebecca	7/27/17	
TRW Website		beginning of October (Via YALSA Blog)	Blog post, emails	Cara	7/27/17	
		Via Facebook	Facebook post	Dora	7/27/17	
		Via YALSA Listservs	e.g. newyalsamembers@lists.ala.org, yalsastudentmembers@lists.ala.org, yalsa-bk@lists.ala.org, ya-urban@lists.ala.org, yalsacom@lists.ala.org	(Dora, Carol, Kay)	7/27/17	
		Teen Programming HQ, YALS, the Hub		Dora	8/9/17	
<b>Promote 2017 TRW Resources and programs</b>	<b>Medium</b>	<b>Outside of YALSA</b>				
		ALA affiliates (Ethnic Caucuses email listserv)	Caucuses listserv	Dora	7/27/17	
		TRW Forum	Once every other week from (September to TRW in October) (topics not decided yet, will determine in September meeting)	Justin	8/4/17	

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			e.g. : nmrt-l@lists.ala.org, PLA, etc.			
<b>Manage 2017 TRW (Ning) Forum</b>	<b>High</b>	<b>Via Ning (Post questions to forum)</b>				
		Posting questions to the forum	Chair will work with Justin to have question posted every week starting in late August (or set up a timeline from August 19 - October 5 for posting) to the Forum to engage discussion	Justin and Dora	August 19- October 5	
<b>Pinterest board regarding 2017 TRW</b>	<b>Low</b>	<b>Committee members will add item to Pinterest board for TRW program ideas</b>				
post to Pinterest board				Cara Williams	7/27/17	
<b>2018 Teen Read Week Manual</b>	<b>High</b>	<b>Update the Teen Read Week Manual (depending on the 2018 theme)</b>				
TRW Resources				All committee members		
Books				All committee members		
Program Ideas				All committee members		
TV shows and movies				All committee members		
Websites				All committee members		
<b>Promote 2018 TRW Grant</b>	<b>High</b>					
		via social media (all committee members will tweet and include YALSA in the tweet and YALSA will retweet)		Committee members who have Twitter accounts should just send a message from their account and include @yalsa in it.		
			Tweets			
		Facebook	FB	committee members who have FB will		



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				send out message and #TeenReadWeek		
		Via Listservs	e.g. : yalsa related listserv, nmrtl@lists.ala.org, PLA, state listservs etc.	committee members who have access to other listservs		
		Get list of past (2017 ) grant winners from Letitia		Dora	8/4/17	8/9/17
		YALSA Related channel	The TRW grant information will be posted on the YALSA Blog, the Hub, the Teen Programming HQ.	Committee members to be assigned		
<b>Select 2018 TRW Grant Recipients</b>	<b>High</b>	<b>Review grant applications and select winners (only if grant is available)</b>				
		Committee members read grant applications and use metric to determine grant winners		all committee members		

**Teens' Top Ten Committee**

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<b>Promote Teens' Top Ten Nominees</b>		<b>We will use Social Media to promote to librarians and teens to get out and vote for their favorite nominee(s)</b>				
Twitter Campaign		We will request YALSA to post on their official account about the Teens' Top Ten Nominees	We will deliver Twitter blurbs to be posted, and include the Teens' Top Ten official hashtag, #yalsaTTT	Stacey	8/10/2017	
Facebook Campaign		We will request YALSA to post on their official Facebook account about the Teens' Top Ten Nominees and voting	We will deliver Facebook posts to be posted	Emily	8/10/2017	
<b>Partnering with YouTubers to promote YALSA and Teens' Top Ten Nominees</b>		<b>We would like to secure a partnership with a teen driven YouTuber to help promote next year's nominees.</b>				
Identify YouTubers		We will identify multiple YouTubers that cater to a teen audience	A list of names and channels will be compiled	Stacey	1/10	
Write Letter		The Committee will write a letter to send to the identified YouTube Channels	A letter will be generated and then approved by YALSA to send to the identified lists of potential YouTube partners	Whole Committee	1/20	
Coordinating YouTubers		Will coordinate with YouTubers who agree to help to get them the list of nominees (2018 list); signed them up for dates for when their videos should be live	YouTubers will create videos highlighting the appeal of the Nominees list. We will get links from the YouTubers to create Tweets, Facebook posts, Instagram posts and blog posts to help promote the nominee list	Christine	5/1/18	
<b>Book Trailer Contest</b>		<b>To pull more teen engagement into YALSA, we are proposing to host a Book Trailer contest for individuals and libraries to participate together to create videos highlighting their favorite title.</b>				
Write Guidelines for Contest		The Committee will work together to write guidelines and expectations for contest	Outline of the contest, guidelines, and expectations will be created to get approval from YALSA	Whole Committee	5/1/18	
Identify Platform		We will research to be sure which video hosting platform will be best for the contest	We will confirm which platform for the contest, and submit recommendation to YALSA for approval	Stacey	5/1/18	
Approach Publishers		We will approach the publishers of the 2018 nominees to secure donations for prizes	A list of prizes associated with each book on the nominees. Our goals are to secure an autograph copy of the title and/or a Skype session with the author	Stephanie	5/15/18	

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Promote Contest		We will create a social media campaign to promote the contest	Twitter, Facebook, Instagram and Blog posts will be created	Ellen, Stephanie, Christine, Stacey	6/1/18	
<b>Teens' Top Ten Programs at YOUR Library</b>						
Program Outlines Created		The committee will work together to produce multiple program outlines	Program outlines to be uploaded to the Teen Programming HQ	Whole Committee	10/15/17	
Work with Teen Programming HQ		We will work with the Teen Programming HQ to spotlight these programs and encourage others to submit their ideas	Partnership with Teen Programming HQ	Meaghan	11/1/17	
Promote Across Social Media		To ensure we reach as many librarians as we can, we will promote the programs, and Teen Programming HQ by turn, on social media avenues	Twitter, Facebook and blog posts will be created and a submission will be submitted to YALSA News	Stephanie, Meaghan	11/15/17	
<b>Create Nominee Lists</b>						
Compile Nominations		Committee will take submitted nominations and compile to be sorted	an ongoing spreadsheet of nominees	Stephanie	ongoing	
Produce Top 75 List		The thousands of nominations will be narrowed down to the top 75	The list will be submitted to YALSA, which includes the Title, Author, Publisher, and Copyright Date to be submitted to the reader groups for voting	Stephanie	1/30/18	
Promote New Nominees		Social Media campaigns will be created	Twitter, Facebook and blog posts will be created and a submission will be submitted to YALSA News	Stacey, Meaghan, Ellen, and Stephanie	5/15	
<b>Administer Teens' Top Ten Book Giveaway (if having)</b>						
Review Giveaway Application		Comittee will determine any changes that should be made to the application	Application for the book giveaway	Whole Committee	4/1/18	

**YALSA Board of Directors – Midwinter 2018**  
**Topic: 2017 – 2018 Strategic Committee Task Lists**  
**Item #4**

Review Rubric		A Rubric was created last year by Stephanie, the current committee will review to determine any changes that should be made	An Evaluation Rubric for the giveaway	Whole Committee	4/15/18	
Review Applications		Committee will review all submitted applications	The list of recipients will be determined and alternates, number to be determined by YALSA	Whole Committee	6/1/18-- depends on when the giveaway closes	