

**YALSA Executive Committee Meeting
via Conference Call
April 17, 2015**

Topic: Proposed Oversight Structure for Teen Programming Database/Site

Background: In the spring of 2015 YALSA used grant funds to begin development of a teen programming database and web site in order to create a national, public platform to showcase best practices in library teen programming, as described in YALSA’s Teen Programming Guidelines and Futures Report. This new resource, which is expected to launch in the summer of 2015, will require infrastructure in order to be adequately maintained and promoted. Beth Yoke has submitted the following proposal for the Committee’s feedback.

Action Required: Discussion

Proposal

Adapt existing blog and listserv resources to create an oversight strategy as well as accompanying guidelines for the upcoming teen programming database/web site

OVERSIGHT

The database/site will be managed like the blogs, and have a member manager as well as an advisory board. The advisory board will be appointed via the same process as YALSA’s other advisory boards. Since content for the programming database will be submitted by the library community at-large, it will be necessary to create a vetting process to ensure that the submissions are aligned with YALSA’s Teen Programming Guidelines and Futures Report. Therefore, in addition to a blog manager and an advisory board, the site will also require a panel of experts who will vet proposed programs. Experts will be comprised of YALSA members who undergo an application process, and will be vetted by the site’s Member Manager and Advisory Board. The Member Manager and Advisory Board will submit their recommendations to the YALSA President for final approval.

Proposed Advisory Board Function Statement

To support the Member Manager to ensure the site is relevant, interactive, engaging and meeting member needs for information about innovation in teen programming. The Advisory Board participates in the maintenance of the site and works within the guidelines for the site as set by the YALSA Board of Directors. The Advisory Board serves in an advisory capacity to the Member Manager and assists with the recruitment of experts and the collection of content for the site; generates ideas for direction and content; helps obtain, analyze and use member and library community feedback about the site; assists with marketing; and assists with ensuring programming related activities, news and resources from YALSA are integrated in the site, and vice versa. Advisory Board size: 5 - 7 virtual members, including the Member Manager, who serves as chair of the group. Term 7/1/15 to 6/30/16

Proposed Expert Job Description

Vet all incoming programs in a timely manner to ensure they strongly align with YALSA's Teen Programming Guidelines and Futures Report. Approve only those proposals that meet this criteria. Work with those who submitted content that is sub-par but could become acceptable with edits to refine their content and then post when it's acceptable. For those submissions deemed wholly inappropriate, communicate with the individual in a timely and professional manner to let them know their content was not accepted and provide a brief explanation for that decision. Experts will be asked to commit to this volunteer opportunity for a term of one year. The exact number of experts will be determined by the amount of content being submitted. It is envisioned that 3-5 experts will be selected initially, and more added if the volume of proposals becomes too much for 3-5 people.

Proposed Job Description for Member Manager

List of Qualifications:

1. Strong project management and organizational skills
2. Ability to delegate work and to manage a variety of contributors and volunteers
3. Dynamic, self-motivated individual
4. Excellent verbal and written communications skills
5. Experience in web site maintenance
6. Ability to set and meet deadlines
7. Knowledge of best practices in teen programming, as outlined in YALSA's Teen Programming Guidelines and Futures Report
8. Ability to work well in a team environment
9. Ability to work well in a mostly virtual setting, including using tools such as Google Drive, Google Calendar, Skype, etc. to coordinate work and communicate with others
10. Membership in YALSA and a passion for YALSA's mission
11. High ethical standards and no real or perceived conflict of interest with YALSA or its portfolio of print and web publications

General Member Manager Responsibilities:

Oversight & Coordination

- For the inaugural year of the site, work with the Advisory Board to create and implement systems and processes to ensure efficient oversight, promotion and integration of the site and database. Make adjustments as needed
- For the inaugural year of the site, work with the expert panel to formalize the vetting process and create and utilize guidelines, standard messaging, etc. to create consistency with the vetting process. Make adjustments as needed
- Work with the Advisory Board to recruit and vet experts to vet the program proposals, and submit recommendations to the President
- Communicate with the Advisory Board and YALSA's Communications Specialist on a regular basis in order to assign tasks, discuss marketing strategies, discuss site management, etc.
- Work with the blog managers and *YALS* and *JRLYA* editors as appropriate to coordinate dissemination of information to members and the library community.

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- Maintain communication with YALSA member groups whose work relates to teen programming
- Follow all established policies and guidelines, enforce them as necessary and periodically conduct a review of them to ensure currency
- Direct questions about sponsorships, advertising, etc. to YALSA's Executive Director
- Write reports prior to the Annual Conference and Midwinter Meeting for submission to the YALSA Board

Seek Out & Manage Content & Contributors

- Provide oversight to the panel of experts to make sure the quality of program submissions is acceptable complies with YALSA's Teen Programming Guidelines and Futures Report
- With the Advisory Board recruit contributors on a regular basis
- Effectively motivate, support and manage a large and fluctuating group of volunteers
- Manage a strategy to deal with comments and spam daily in order to guarantee that the site content is appropriate

Promotion

- Seek out opportunities to recruit contributors and inform library community about the site
- Answer questions and inquiries about the site in a timely fashion
- Work with the Website Advisory Board and the Communications Specialist to create cross-promotion of all YALSA's web presences
- Utilize social media to increase awareness of the site and its content

Technical Maintenance

- Work with YALSA's Communications Specialist as appropriate to update and manage blog software
- Monitor new technologies and their potential to impact the site, and make recommendations to the Communications Specialist, as appropriate

YALSA Communications Specialist Responsibilities:

- Communicates regularly with Member Manager to provide support and facilitate work
- Works with the site developer and the ALA IT Dept. as needed on technical issues
- Handles all financial transactions for the site
- Promotes the site through appropriate venues
- Coordinates efforts and facilitates communication among all YALSA publications, including the blogs and journals
- Manages the site software, including liaising with the developer and ALA's IT Dept. to troubleshoot technical issues
- Ensure site guidelines and policies are complied with
- Oversee the recruitment process for Member Managers, as needed
- Provide input to the President-Elect, as requested, about Advisory Board appointments

GUIDELINES & POLICY STATEMENTS (besides allowing for programs to be shared on the site, there will also be a separate community component where individuals who join the site can interact with one another by posting and responding to questions, sharing ideas, etc.)

Teen Programming Database/Web Site Mission Statement

The mission of the database/web site is to provide a one-stop-shop for finding and sharing information about library programs of all kinds for and with teens. The database/web site will promote best practices in programming by featuring programs that align with YALSA's Teen Programming Guidelines and Futures Report. The web site will facilitate discussions and the dissemination of timely information about emerging and new practices for teen programming; raises awareness about appropriate YALSA tools to facilitate innovation in teen programming; and provides a means for members and the library community to connect with one another to support and display their efforts to continuously improve their teen programs.

Guidelines for Participation (adapted from YALSA's listserv and blog guidelines)

Posting Policy

- All messages must relate to the general topic of programming for and with teens through libraries.
- Commercial solicitations, advertisements, messages that are primarily for commercial purposes, etc. are not permitted. However, a simple statement that offers more information on a service or product is tolerated if it accompanies a substantive message about a subject directly related to the discussion.
- Posting of defamatory and/or offensive material is strictly prohibited, including but not limited to hate-speech, name-calling and personal insults.
- All postings must be free of copyright restrictions that limit distribution. For example, posting a significant amount of a copyrighted work verbatim requires the permission of the copyright holder. To verify that such permission was obtained, all postings of this nature must include a statement that this is the case.
- Site participants may not under any circumstance use the site to post messages that encourage or call for a boycott of any company. Federal antitrust laws prohibit ALA/YALSA as an organization from organizing, participating in or encouraging a boycott. This is enforced by criminal code (not tax code) and applies to a variety of organizations, including associations and not-for-profits.
- Site participants may not under any circumstance use the site to post messages that support or oppose any political candidate at the local, state or federal level. IRS tax code strictly prohibits ALA/YALSA as a 501c3 not-for-profit organization from lobbying for or against any political candidate.
- YALSA retains the right to use posted materials in other formats.
- YALSA does not remove or edit user comments unless said comments violate the policies outlined above. Users who wish to clarify, change or expand upon their own original comments may submit additional comments.
- YALSA reserves the right not to post or to delete any comment in violation of this policy.
- The YALSA Executive Committee has the right to remove members of the site who fail to participate as required by these policies.
- YALSA does not endorse links or opinions contained in user comments.
- YALSA disclaims all warranties, guarantees, and liability for damages.

Participation Tips

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The following guidelines are offered as advice on how to best participate in this community in a manner that will both contribute to the experience of all participants and also reflect well on you.

- Be civil and respectful of others. Treat others the way you wish to be treated.
- Say something substantial.
- Say something new.
- Be civil and respectful of others. Treat others the way you wish to be treated.
- Verify facts before posting
- Utilize proper citations and/or accurately attribute all outside sources when appropriate.
- Utilize tagging and categorization to help users find other related posts and/or to help users find the post at a later time.
- Provide links to further information, when appropriate.
- Take personal, ongoing conversations off the site. When interaction becomes just two individuals trading comments, it is a sign that you should take the discussion off the site and correspond with that person directly. If the discussion was of interest to the general community you would see others posting on the topic as well.

Privacy Statement

YALSA will collect no personal information about you when you visit the website unless you choose to provide that information to us. Any information you choose to provide on the website will only be used by YALSA to provide or improve services. YALSA guards your privacy and appreciates your trust.

YALSA recommends that you think carefully about how much personally identifiable information you wish to submit or post to the website. Personally identifying information that you provide by e-mails or web forms will be used only for such purposes as are described at the point of collection (e.g. on a web form), such as to send information or products to you, update your record, or to respond to your questions or comments. If you provide contact information, YALSA staff or its contractors may contact you to clarify your comment or question, or to learn about your level of customer satisfaction with our services.

This website contains links to other sites. YALSA is not responsible for the privacy practices of other sites, which may be different from the privacy practices described in this policy. We encourage you to become familiar with privacy practices of other sites you visit, including linked sites.

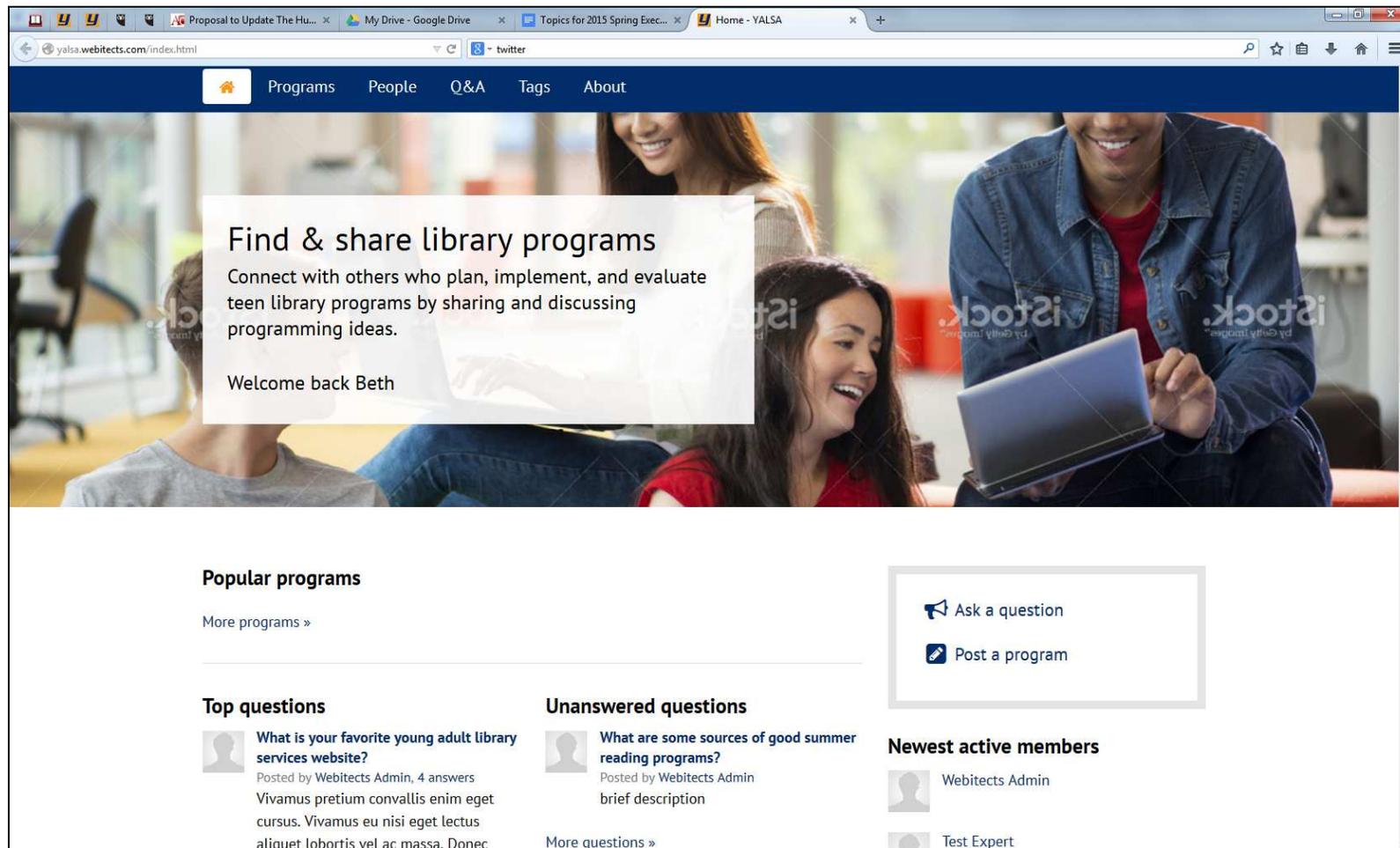
Questions to Consider

- Will we allow ads on the site, as we do with the blogs?
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Additional Resources:

- Futures Report: www.ala.org/yaforum/project-report
- Teen Programming Guidelines: www.ala.org/yalsa/teen-programming-guidelines
- YALSAblog guidelines: <http://yalsa.ala.org/blog/about/>
- YALSA listserv policy: www.ala.org/yalsa/aboutyalsa/yalsahandbook/elistpolicies

Prototype Landing Page for the Teen Programming Database/Site



Features

- Anyone can access the site. Only those who join the site (it's free) will be able to post content.
- In one part of the site, users can upload their program idea by filling out a template. Their content will not go live until it is approved by an expert.

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- Programs will be searchable by a number of key elements, such as topic, age of intended audience, cost, and more
- In a separate part of the site, users can post questions, comments, share resources, etc.
- The site will collect emails of users so that YALSA can leverage them for marketing, member recruitment, etc.
- Users will be able to create a profile of themselves and be able to manage how much of that can be publicly seen
- The site will not be hosted on an ALA server, and will be fully independent from ALA. Maintenance will be handled via a contract with the developer.

Steps to ‘Go Live’ Date (goal is sometime in summer 2015)

- Developer finishes building the site (making refinements with staff input)
- YALSA Board approves oversight strategy and policy/guideline documents
- YALSA President puts out a call for volunteers for the advisory board and appoints to the group
- YALSA staff oversee recruitment process for a Member Manager
- Member Manager and Advisory Board recruit experts
- A handful of volunteers will be recruited to test the site, and the developer will fine tune, as needed
- A group of pre-selected program gurus will seed the site with content, and experts can test their process for vetting the programs and refine as needed
- Member Manager and Advisory Board work with Communications Specialist on a marketing plan/launch strategy
- The site will launch after the content from the pre-selected gurus goes live