

YALSA Board of Directors
ALA Midwinter Meeting, Seattle
January 25 – 29, 2019

Topic: Re-Envisioning TRW/TTW

Background: During the 2017 Annual Meeting, the Board addressed the need to make TRW/TTW better align with YALSA’s Organizational Plan Goals. A task force was created to reimagine TRW and TTW as an Advocacy Awareness Campaign. Kelsey Socha, on behalf of the Re-Envisioning TRW/TTW Taskforce, has submitted the following report for the Board’s consideration.

Action Required: Action

Overview

There is a demonstrated need for Teen Tech Week and Teen Read Week to consolidate into one larger program, allowing easier access and planning of libraries of all sizes. Teen Tech Week and Teen Read Week will be combined into a one month long campaign focused on advocating for and raising awareness of teen services in libraries in either February or October. The campaign will offer suggestions for how to implement library services to teens year-round, as well as providing downloadable materials for use with libraries of all sizes in a website that is at least partially available all year round.

Rationale

There is a clear demand for a more streamlined YALSA teen campaign. Incorporating these two events into the month of February, where there is no current national library event celebrated, would ensure librarians can devote the time needed for programming and marketing the library. The goal of both Teen Read Week and Teen Tech Week are to encourage more teens to use the library, and to raise the awareness of what the library offers. Combining the two events into one month would allow for more activities to showcase the library and give libraries more time to plan and implement programming. YALSA would be a central location for librarians to plan these events, providing: an electronic toolkit including marketing materials, theme and programming ideas, donor and grant opportunities, a shared space for ideas, and a way to see who else is celebrating the campaign.

Financial Implications

General Program Financial Concerns for YALSA:

- Website design and upkeep
- Potential big-name speakers
- Promotional materials

General Program Financial Concerns for Libraries:

- Supplies and Equipment (materials, rentals, refreshments, etc.)
- Performer/Speaker Fees (stipend, travel, meals, etc.)
- Staffing (additional coverage necessary and, if so, its impact on library staffing)
- Marketing (cost of fliers, mailers, etc.)

Funding Sources:

- Grants
- Corporate and/or Local Business Sponsorship
- Friends of the Library and/or Library Advisory Board funds

General Thoughts: The consolidation of both Teen Tech Week and Teen Read Week into a month is financially a conundrum. In theory, the consolidation should reduce the design/prep by YALSA in half since all elements would be under the same thematic umbrella, but the shift from two weeks to a month long event means potentially a greater overall investment on the individual library's part. Assuming we leave the reimagined event flexible, it would afford each of the libraries the autonomy to customize their programs to fit their available budget. Something else to consider as a way to reduce costs is to establish a yearly nationwide contest for teens to design the digital artwork for this event. It ties into the tech aspect, promotes engagement, and would reduce general overhead costs.

Funding implications

- Initial investments
 - Merging the two programs into one may result in a greater initial expenses for YALSA staff and at participating libraries, but these may decrease in following years once the framework is established.
 - Designing a new website, marketing tools, and web presence
 - A website available year-round, with ample time for individual participants to budget financially as well as budget for staff time in seeking community collaborations and drafting PR outreach
 - Opportunities for participating institutions to network and collaborate (ways to see who else locally is signed up through updated lists or interactive maps--see <http://www.afterschoolalliance.org/loa.cfm>)
 - Preparing educational webinars leading up to the event (which also provide networking opportunities among attendees)
 - Hashtag Campaign used across all social media platforms to share preparations and programs and for libraries to showcase their individual events, encourage teens to use and share

- Repost these on YALSA channels
- Designing a new logo, theme, and promotional materials
 - A catchy and succinct name for the program and creating a logo
 - Not dictating an annual theme may provide more flexibility for participating libraries to annual tailor the program to their community's individual needs
 - Materials and images can be reused year to year (saves participants money to not have to repurchase every year), or tweaked as libraries deem necessary
 - Preparing and disseminating a free Toolkit
 - Contains: basic graphics/images/logo, sample press releases, suggested avenues for outreach, suggestions for local funding opportunities, invitations for community stakeholders, checklists, program ideas, advocacy discussion points, hand book with program ideas across the board etc.
 - (example: CSLP teen handbook <https://www.cslpreads.org>)
 - Using all YALSA avenues to distribute the Toolkit (Teen Programming HQ, YALSAblog, The Hub)
- Grants & Sponsorships
 - Combining the two programs into a month-long program may be a greater incentive for outside/corporate sponsorships for the program as they would have a full month in the spotlight rather than just a week
 - Could lead to additional funding opportunities
 - Could result in grants accessible to a wider geographic area
 - Could provide opportunities for collaboration between local libraries, library systems, and school-public-academic collaborations
 - National sponsorships could provide coupons or group discounts for participating institutions (as opposed to funding strictly in the form of grants) → could be more of an incentive for libraries to participate
 - YALSA would want to provide grants to libraries participating (much like TRW/TTW)
- Raising Awareness for the program
 - Holding the event for the month of February or October creates opportunities for in-person training, networking, and education events (ALA Annual, Midwinter, YALSA Symposium)

- In future years, this could present opportunities for best practices and brainstorming and break-out sessions
- Provide promotional materials at these events
- Potential opportunity to sign up your library on site at the event with some form of incentive (event swag, tshirts, Skype session from spokesperson)
- Balance between free resources and product royalties
 - Survey results indicated a desire for more *free* resources and high quality promotional materials. Can this be balanced with purchasing event specific materials through ALA Graphics, similar to CSLP materials?
 - Include opportunities to evaluate purchased items on feedback survey and allow respondents to manually write in items they would prefer to see available to purchase to allow for informed decisions moving forward

Evaluation/Measuring Impact

- Create feedback forms for teens and librarians. Include ratings, open feedback, what liked/didn't like, etc.
 - Design digital feedback forms to collect information that also helps participating libraries collect and prepare data for future programming, advocacy efforts, and preparations for the following year's event
 - Program statistics, teen/parent/stakeholder testimonials, budgeting, community partnerships, event photos/videos (for which YALSA has permission to share), etc.
 - Feedback for improvement on YALSA's end: the free Toolkit provided, workshops, webinar, funding opportunities, promotional materials available to purchase, avenues for collaboration among participants, preferred method of receiving information for next year's event
 - Opportunity to indicate if participating institution has a story, success, or "learn from" moment that they would like to share with the YALSA community at large and provide their contact information
 - Then contacted by Teen Programming HQ or YALSAblog to write a featured piece or contacted for interview for larger recap piece
- Create suggestion form on program website that can be submitted throughout the year.
- Interactive marketing materials/tie in with social media Teen patrons can write what they love/enjoy/want from the library; materials can be displayed for the month event, and used as data for effectiveness or to guide programming
- Include interactive portion to marketing materials to be used during the monthly programs-- these can be turned into YALSA/TRW/TTW to get an idea of amount of participants

- Specifically: a sheet for teen patrons to fill out with why they love the library/what they love/what they might like to see in the future that they can give to their librarian, who can then report tallies
- This would be a way to see feedback on what teens across the country love about their libraries and the campaign as well as a way to get really clear number counts of teens reached

Alignment to Equity, Diversity and Inclusion Goals

- Recommended month to celebrate this campaign is February, must consider the impact on African-American History Month.
 - There is a concern that doing the campaign in February would diminish focus on Black History Month. It is possible that it could be alleviated with a conscious focus on diversity, but may still be a concern
 - It may be better to look at the fall. March/April would be hard for schools with spring break and AP testing. Possibly October instead--could do a larger tie-in with Banned Books Week, and schools would be open for long enough for librarians to recover from Summer Reading
- Creating marketing materials for this month long celebration should cut down on cost of production, which could allow for a sliding scale to purchase materials
- Embed cultural competency, diversity, equity, and inclusion within this suggested month-long celebration - should be included in all aspects of the creation of this new celebration rather than an afterthought
- Coordinate with national and local nonprofits to facilitate informative and authoritative engagement. Potential collaborative partners to consider are national organizations like [NAMI](#), members on the [Coalition of Organizations for Accessible Technology](#), or [National Diversity Council](#), and advocacy groups like [We Need Diverse Books](#) and [We Need Diverse Comics](#).
- Training in inclusiveness ([Project Enable](#)) to design accessible programs
- Following YALSA's Core Competencies, ensure that campaign responds to needs of teens using surveys and polls of teens at libraries nationwide (see Evaluation and Impact)

Proposed Board Action

The Board can opt to accept this document's proposal in concept to evolve TRW & TTW into a single month long public awareness campaign to take place in February/October 2020.

Recommended Action:

- Decide on February or October as the month long celebration for Teens in the Library.

- Rename celebration to reflect change
 - Possible title: Libraries: For and Serving Teens (FAST)
 - Could also open up discussion to teens: run a contest for the best name
- Create and maintain a website that includes a toolkit for the month-long event, an interactive map for librarians to sign up indicating their participation, grants and other funding sources listed, and a discussion board for idea sharing
- Create resources that are available a minimum of six months prior to the month-long celebration to aid librarians in long-term planning
- Reach out to potential National Partners to gain funding and raise awareness
- Condense information from both TTW and TRW sites so that information is not lost

Additional Resources

Lights on Afterschool

<http://www.afterschoolalliance.org/loa.cfm>

Collaborative Summer Reading Program

<https://www.cspreads.org>

National Celebration Event Document #16:

http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/NationalEvent_AN14.pdf.