

**YALSA Board of Directors Meeting  
ALA Midwinter Conference, Seattle  
January 25-29, 2019**

**Topic:** Literacies Projects Update

**Background:** A report from Taylor Crossley YALSA’s Communications Assistant, is provided below with information about literacies-related projects since Annual 2018. The report includes information about Dollar General Grant funded programs including Teen Read Week™, Summer Learning, Teen Book Finder resources, and the Teens’ Top Ten program. The goal of the grant program is to help provide financial support and resources to members to help them implement literacy focused efforts for and with the teens in their community, especially teens from underserved groups.

**Action Required:** Information

---

**TEEN READ WEEK** ([www.ala.org/teenread](http://www.ala.org/teenread))

**Overview:**

Teen Read Week was celebrated Oct. 7 – 13, 2018 with the theme of “It’s Written in the Stars: READ.”

**Online Community Members**

The membership on the site tends to grow significantly in the weeks and days leading up to Teen Read Week. As of December 16, we are at **6,334** members. That is **498** new members from the previous report. We’ll be sunsetting this website around March, as we rework the TRW/TTW initiatives.

**Google Analytics (June 5-October 31: From the last reported date through the end of the month of TRW)**

Page views: **70,236** (Note: Repeated views of a single page are counted)

Pages with the most views:

- Landing page: **28,278**
- Activity Ideas: **5,994**
- Publicity tools: **4,047**
- Planning page: **4,010**
- Official Products: **3,904**

Sessions (A session is the period of time a user is actively engaged with the website)

- Total sessions: **29,831**
- New visitors: **19,362** (An estimate of the percentage of first time visits): 79.1%
- Returning visitors: **5,140**

## Teen Read Week Grant

### Overview:

The grant focus was around the theme of “It’s Written in the Stars: READ”, and applicants were encouraged to demonstrate how the funds would be used to support teens in writing, telling and sharing their own stories. We saw an increase in the amount of grant applicants for our 2018 TRW grant.

- 2013: **17** applicants
- 2014: **62** applicants
- 2015: **58** applicants
- 2016: **26** applicants
- 2017: **46** applicants
- 2018: **50** applicants

### TEENS’ TOP TEN ([www.ala.org/teenstopten](http://www.ala.org/teenstopten))

YALSA announced the 2018 Teens’ Top Ten (TTT) list on October 16th. The titles were chosen on by teens from 25 nominations and published between Jan. 1, 2017 and Dec. 31, 2017. They can be found on the TTT website and will soon be in the Teen Book Finder Database and App. Voting on the titles began August 15<sup>th</sup> and ran through October 13<sup>th</sup>, the end of Teen Read Week.

We’ll soon be gathering the 2019 Teens’ Top Ten nominations from the most popular titles among the YAGalley groups.

### SUMMER LEARNING (<http://summerreading.ning.com/>)

### Overview:

The Summer Learning site is a platform where library staff and others can share and utilize resources related to summer learning programs. The site is also where the links to the Summer Learning Resources Grant applications can be found and where grant recipients can communicate with each other.

### Google Analytics (June 6 – December 10, 2018)

Page views: **6,077**

Pages with the most views:

- Summer Reading Grants: **3,516**
- Landing page: **771**
- Recommended Reading: **198**
- Book lists: **107**

Sessions (A session is the period of time a user is actively engaged with the website):

- Total sessions: **4,282**
- New visitor: **3,585**
- Returning visitors: **697**

## **Summer Grants**

As last year, this year we continued to offer a total of forty summer grants – twenty Summer Learning Resources and twenty Summer Teen Intern grants.

### **Summer Learning Resources Grant**

2018: 70 applications

2017: 49 applications

2016: 68 applications

2015: 77 applications

2014: 65 applications

### **Summer Teen Intern Grant**

2018: 89 applications

2017: 77 applications

2016: 76 applications

2015: 84 applications

2014: 89 applications

For the coming 2019 year, since the applications keep increasing, we've decided to offer twenty-five of each grant, bringing the total to fifty total grants.

## **TEEN BOOK FINDER**

- *App*
  - YALSA's iPhone app, the Teen Book Finder has had over 8,800 downloads through the Apple App Store since its release in April 2015.
  - The Android version of the Teen Book Finder app has had over 6,800 downloads since its release in August of 2014.
- *Online Database*
  - The Teen Book Finder site was officially launched in February of 2017. Since its release, it has had over 485,000 page views and over 141,000 sessions (the period of time a user is actively engaged with the website).
  - The database will soon be updated with 2019 YALSA titles, and ALA affiliate and Roundtable titles will be added to the database.