

YALSA Board of Directors Meeting  
ALA Annual Conference, Chicago  
June 22 – 26, 2017

**Topic:** Literacies Projects Update

**Background:** A report from Taylor Crossley YALSA’s Communications Assistant, is provided below with information about literacies-related projects since Midwinter 2017. 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

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

**Overview:**

The Teen Read Week site went ‘live’ for 2017 on April 13, 2017. The theme for this year is a “Unleash Your Story” and it will be celebrated Oct. 8 – 14.

**Online Community Members**

Comparing the numbers from last years’ report until now, we’ve had **576** new members join the site. Currently, we are at approximately **5,040** members.

**Google Analytics (April 13 – June 6, 2017)**

Page views: **9,410** (Note: Repeated views of a single page are counted)

Pages with the most views:

- Landing page: **4,191**
- Activity Ideas: **770**
- Planning page: **466**
- Grants: **397**
- Official Products: **272**

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

- Total sessions: **4,610**
- New visitors: **3,456** (An estimate of the percentage of first time visits):
- Returning visitors: **1,154**

**Teen Read Week Grant**

**Overview:**

The grant focus was around the theme of “Unleash Your Story”, 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 2017 TRW grant.

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

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

YALSA announced the 2017 Teens’ Top Ten (TTT) nominations in April. The 26 featured titles were published between Jan. 1, 2016 and Dec. 31, 2016 and can be found on the TTT website. Voting on the titles begins in August and runs through October 14<sup>th</sup>. The votes will determine the 2017 Teens’ Top Ten titles. The official top ten titles will be announced after Teen Read Week™, which takes place October 8-14, 2017.

**2017 TTT Book Giveaway**

This year we were able to provide a set of the 2017 TTT nominees to 50 recipients through grant funds from the DGLF. This grant usually proves to be the most popular amongst all the literacy related grants offered by YALSA, and the amount of applicants is around the average amount we receive.

- 2013: 136 applications
- 2014: 135 applications
- 2015: 96 applications
- 2016: 168 applications
- 2017: 120 applications

**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 (January 1, 2017 – June 6, 2017)**

Page views: **4,342**

Pages with the most views:

- Landing page: **1,006**
- Summer Reading Grants: **992**
- Recommended Reading: **242**
- Book lists: **241**

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

- Total sessions: **2,276**
- New visitor: **1,733**
- Returning visitors: **543**

### **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**

2017: 49 applications

2016: 68 applications

2015: 77 applications

2014: 65 applications

### **Summer Teen Intern Grant**

2017: 77 applications

2016: 76 applications

2015: 84 applications

2014: 89 applications

### **TEEN BOOK FINDER**

- *App*
  - YALSA's iPhone app, the Teen Book Finder has had over 1,400 downloads through the Apple App Store since January 2016.
  - The Android version of the Teen Book Finder app has had over 5,730 downloads since its release in August of 2014.
  - Both versions have been updated with 2017 titles
- *Online Database*
  - The Teen Book Finder site was officially launched in February of 2017. Since its release, it has had over 81,000 page views and 22,884 sessions (the period of time a user is actively engaged with the website). In April of 2017, the database was updated with 2017 titles.
  - There are many improvements to be made in the coming fiscal year, including, but not limited to, the addition of more cover art and the inclusion of diverse titles as selected by ALA Round Tables and Affiliates.