

2011 Executive Director's Report to the Membership

2010 – 2011 has been a busy year for YALSA! Thanks so much to the membership for your continued support. Listed below is some information that may be of interest to members:

Membership Information

- YALSA is ranked 4th in size out of the 11 ALA Divisions. Our total membership for May was 5,404, which is a 2.5% gain over this time last year.
 - 2% are other (retirees, friends, etc.)
 - 11% are academics
 - 24% are students
 - 26% are school librarians
 - 37% are public librarians
- Over 850 members attended the 2011 Annual Conference
- 899 members voted in the last ALA/YALSA election
- About 300 members currently serve on YALSA's 60+ committees, juries and taskforces
- YALSA offers many ways to get engaged in the organization. Here are a few:
 - **For writers:**
 - Blog for the YALSAblog or The Hub! Contact Sarah Debraski at slcornish@gmail.com to blog about YA literature. If blogging about other aspects of school librarianship interests you, please contact mk Eagle at eagle.mk@gmail.com
 - Submit an article for YALS, YALSA's award winning quarterly journal. To learn more email yalseditor@gmail.com or visit <http://tinyurl.com/YALSAjournal>
 - Submit an article for JRLYA, YALSA's research journal. Learn more at <http://yalsa.ala.org/jrlya> or email the editor at yalsaresearch@gmail.com.
 - **For networkers:**
 - Opt into a virtual group! YALSA offers grassroots networking opportunities via Interest Groups and Discussion Groups. You don't need to be appointed in order to participate. Learn about existing groups at: <http://tinyurl.com/YALSAgroups>. If you don't see one that meets your interests, start your own! To learn more visit: <http://tinyurl.com/4va6u5m>.
 - **For presenters and trainers:**
 - Facilitate a monthly YALSA webinar! Contact Eve Gaus at egaus@ala.org to learn more. You can view current and past webinar topics at <http://tinyurl.com/YALSAwebinar>
 - Present at the 2012 ALA conference! The RFP is open until May 31st at www.surveymonkey.com/s/YALSA2012rfp
 - **For career builders:**
 - Participate in YALSA's mentoring program as a mentor or a protégé! Details are available at <http://tinyurl.com/YALSAmentoring>
 - **For leaders:**

- Get elected! YALSA's Nominating Committee is seeking candidates for the 2012 slate. To learn more about YALSA's elected positions for governance, visit <http://tinyurl.com/YALSAboard>
- **For YA literature experts:**
 - Choose award winners! YALSA's Nominating Committee is seeking candidates for the 2012 slate. To learn more about YALSA's elected positions for book award committees, visit <http://tinyurl.com/4ae8j5g>

YALSA Fiscal Snapshot

YALSA is part of ALA, which is a 501(c)3 organization. YALSA's Board of Directors works hard to make sure the organization is fiscally healthy and has adequate funds to deliver key members services.

Where does YALSA get the revenue to support the array of services, programs and resources it offers to members and the library community?

- Dues (35%): student, retiree, regular, organizational, corporate, and lifetime memberships for approximately 5,400 members
- Events (30%): ticketed events at Midwinter, Annual and the YA Lit Symposium as well as registration for the YA Lit Symposium
- Sales (14%): bulk award seals, advertising for periodicals and self published books
- Donations (11%): individual donations to Friends of YALSA and the Leadership Endowment, grants and corporate sponsorships
- Continuing Education (7%): includes regional licensed institutes, e-courses and webinars
- Royalties (3%): from books published with Neal-Schuman and ALA Editions, as well as all products sold through ALA Graphics

What have been some important developments in the latest fiscal year? Revenues have continued to be below projections since the start of the recession. As part of an effort to make up for revenue shortfalls, YALSA has turned to grant writing. YALSA received \$70,000 from the Dollar General Literacy Foundation to support the creation of resources for members for summer reading programs and Teen Read Week™. Twenty members received \$1,000 to implement summer reading programs. Ten will receive \$1,000 to implement TRW programs, and ten others will receive sets of this year's Teens' Top Ten nominees.

Governance Update

YALSA's Board of Directors is meeting at the ALA Annual Conference. All meetings of the board are open meetings and any registered conference attendee is welcome to come and sit in. The first 10 minutes of each meeting is an open information forum where guests, YALSA members and board members are welcome to share news or ask questions. Meeting times and locations are at <http://tinyurl.com/YALSAannual11>.

Some of the items that the board is currently discussing include:

- Establishing a social media use policy for the board so that board members can use social media strategically to raise awareness about YALSA and the work of the board

- Creating a board fellow program as a means of identifying and recruiting future board members
- Advancing a resolution in ALA Council on the value of libraries in out of school hours programs
- Strategies for making YALSA's Interest and Discussion Groups more effective
- Possible ways to support members as they offer resources, activities and materials relating to STEM (Science, Technology, Engineering and Math)
- Creating Issue Briefs for use as advocacy tools
- Increasing YALSA's presence at the local level to better serve members

The agenda for YALSA's board meeting and a document for each agenda item can be accessed from the Governance section of YALSA's web site at <http://tinyurl.com/2f4flmo>

YALSA Office & Staff:

- The office is open from 8:30 to 5:30 (central) Mon. through Fri.
 - We're happy to answer any questions you have about your membership, the association, or YA services. Call or email whenever it's convenient for you. If You are welcome to call after hours and leave a message. We'll do our best to get back to you w/in 24 hours.
- Staff:
- Eve Gaus: anything related to continuing education, including e-courses, licensed institutes, mentoring and webinars
 - Letitia Smith: contact info, committee rosters and concerns, general questions about membership and the association
 - Nichole Gilbert: awards, selected lists, events, conferences, e-courses
 - Stephanie Kuenn: publications, YALS, YALSA E-News, web site, blogs, wiki, PR/media relations
 - Beth Yoke: grants, partnerships, corporate sponsors, budgeting, policies, procedures, governance liaison (Board, committees, etc), legislative advocacy
- We're happy to provide members with brochures and YALSA swag if you're presenting or hosting a meeting somewhere. We have a short URL where you can access these handouts online: www.ala.org/yalsa/handouts

Upcoming Events & Activities for 2011 - 2012

- July 1: deadline to apply for Teen Read Week mini-grants
- Throughout July: vote for your favorite program ideas for the 2012 Annual Conference
- Aug. 1: deadline to apply for a set of Teens' Top Ten Nominees (25 titles)
- Aug. 15: online voting opens for Teens' Top Ten—tell your teens!
- District Days, Aug. 8 to Sept. 5: showcase your library to legislators!
http://wikis.ala.org/yalsa/index.php/District_Days
- New reduced dues categories for library advocates and non-salaried librarians. Contact Letitia Smith at lsmith@ala.org for details.
- Now through Sept. 30: turn in volunteer forms to serve on selection and award committees that begin their work Feb. 1, 2012.
<http://yalsa.ala.org/forms/selectionvolunteer.php>
- Now through the end of the year, participate in the 2011 LIS Road Trip,
<http://tinyurl.com/3ey6zow>

- Sept. 1st: call for program and paper proposals for YALSA's 2012 YA Lit Symposium open. Event will be in St. Louis, MO, Nov. 2 -4, 2012.
- Revamped web site expected to launch in October 2011 (this has been delayed from the spring due to ALA's IT Dept.)
- Debuting in Oct. 2011, Printz Award E-course
- Teen Read Week & the WrestleMania Reading Challenge launch, Oct. 16-22, 2011: www.ala.org/teenread
- December 1st: deadline to turn in applications for member grants & awards
- January 2012: YALSA's *Complete Summer Reading Guide for Teens and Tweens* is published
- Jan. 20 – 24: join YALSA in Dallas for ALA's Midwinter Meeting
- Teen Tech Week, March 4 - 10, 2012: www.ala.org/teentechweek
- March 31st: WrestleMania Reading Challenge Championships in Miami
- April 2: registration opens for the 2012 YA Lit Symposium
- Support Teen Lit Day, April 12, 2012: Teens' Top Ten nominations posted and 2012 TRW web site launches

Quick Links to YALSA Online

YALSAblog: <http://yalsa.ala.org/blog> (blog about serving teens in libraries)

The Hub: <http://yalsa.ala.org/thehub> (blog about all things YA lit)

ALA Connect: <http://connect.ala.org/> (ALA's social networking site)

YALSA on Facebook: <http://www.facebook.com/yalsa>

YALSA on Twitter: <http://www.twitter.com/yalsa>

YALSA webinars: <http://www.ala.org/ala/mgrps/divs/yalsa/onlinecourses/webinar.cfm> (don't forget that all on demand/archived webinars are free to members!)

Downloadable bookmarks, etc.: www.ala.org/yalsa/best

Journal on Research on Libraries & Young Adults: <http://yalsa.ala.org/jrlya>

If you have questions about anything in this report, please don't hesitate to get in touch with me at byoke@ala.org or 800.545.2433 x4391. Also, we're here to serve you. If you have any ideas for new ways we can help members, please don't hesitate to get in touch with YALSA's President or me.

Respectfully submitted,

Beth Yoke

June 27, 2011