

MEMO

May 19, 2008

TO: ALA Council

CC: YALSA Board of Directors

FROM: Paula Brehm Heeger, YALSA President

SUBJECT: 2007-2008 Report for YALSA, the fastest growing division in ALA

This year YALSA continued its tradition of being a dynamic, forward-looking Division as we wrapped up our 50th anniversary year (2007) and developed several new initiatives and campaigns in 2008. In 2008 we also began the process of updating our Strategic Plan, which we continue to execute. The report below is organized by our five major goals: advocacy, marketing, research, continuous learning and association sustainability. As our finances become more secure, the division will be able to increase areas of service within these goals. Below are highlights of YALSA's for 2007-2008:

ADVOCACY

@ Your Library Campaign: YALSA officially launched our three-year @ your library Advocacy Campaign at the 2008 Midwinter Meeting.

- Offered "Taking Teen Services to the Next Level" advocacy-focused Institute.
- Provided an advocacy toolkit, now available online, as part of this campaign.

Building Ties within ALA: YALSA continued its tradition of collaborating with a variety of groups within ALA.

- Working with ALA's Public Programs Office, YALSA supported the implementation of a second round of Great Stories CLUB, a program where alternative high school libraries, public libraries and/or juvenile detention centers receive funds from Oprah's Angel Network to provide book clubs to troubled teens.
- Sponsored a PLA conference session focused on the new YALSA/RUSA reference guidelines.
- ALSC and YALSA announced the first winner of the Odyssey Audiobook Award at the 2008 Midwinter Meeting.
- YALSA worked closely with ALA's Development Office to secure Mirrorstone Books, an imprint of Wizards of the Coast, as the National Corporate Sponsor for the 2007 Teen Read Week™.
- In connection with this year's YALSA President's program, "Between Home and School: Teen Third Space," a joint LAMA/YALSA task force charged with developing guidelines for teen spaces/areas in libraries has been established.

Diversity Campaign: YALSA received funding from ALA's Ahead to 2010 initiative for a three-year Diversity Campaign. A task force has been established to implement the campaign. This \$8,000 grant, along with an additional \$2,000 from YALSA will help us to:

- Sponsor one 2008 Spectrum Scholar.

- Create a conference scholarship for a YALSA member with a diverse background to attend ALA's Annual conference.
- Establish closer ties with several ALA Affiliates.
- Participate in REFORMA's conference and also outreach to other ALA Affiliates.

Legislative Advocacy:

- In February the ALA Youth Divisions, AASL, ALSC and YALSA, sent out a call to action to library workers to have supporters in their community send "I Love My Teen Services Librarian" or "I Love My School Librarian" Valentine cards to U.S. Senators and Representatives.
- YALSA, ALSC and AASL worked together and met with policy and decision makers at Library Legislative Day.

Media Relations: With the help of ALA's PIO, we continued to actively promote YALSA, library services to teens, young adult and school librarians and teen literature in the media with interviews in newspapers, on radio and on television.

Outreach:

- The second nationwide Wrestlemania Reading Challenge for middle and high school students culminated in Orlando, Florida. Co-sponsored with World Wrestling Entertainment and hosted by the Orlando Public Library, the Challenge offered five regional winners from the middle school category and five regional winners from the high school category a trip to Orlando for a chance to compete for a ringside seats at Wrestlemania 24. Winning contestants earned a free trip for two to Wrestlemania, spending cash, and \$1,000 for their library. The grand prize winners were Ajoura Gwinn from Munhall, Pennsylvania and David Silva from Orlando, Florida. This year the Wrestlemania Reading Challenge was honored with a Corporate Social Responsibility nomination in the Community Affairs category from the PRNews.
- A representative of YALSA will travel to Portugal in late May to present a session highlighting our many innovative activities and initiatives.

White Papers: We finalized YALSA's first set of "White Papers" designed to support teen librarians.

- These first White Papers focus on the importance of teen spaces, the value of young adult literature, and why libraries need to employ teen librarians.
- An additional White Paper focused on the importance of including young adult services in Library and Information Science graduate programs is currently being developed.

MARKETING

New Awards and Products:

- 2008 Printz Award bookmarks.
- William C. Morris YA Debut Award: first award will be presented at the 2009 Midwinter Meeting.
- YALSA Award for Excellence in Nonfiction for Young Adults: first list will be announced at the 2010 Midwinter Meeting.

10th Annual Teen Read Week™ Oct. 14-20, 2007:

- Featured “31 Flavorites,” a project developed with the “Readergirlz,” a group of teen literature authors, which offered teens the chance to chat via the Readergirlz MySpace page with 31 authors during October.
- Over 4,600 registrants for Teen Read Week, an increase over 1,000 over last year.
- National Kick-Off event at Washington Middle School in Seattle, Washington featuring authors Deb Caletti and Tiffany Trent.
- Teens nationwide voted online to select this year’s Teens’ Top Ten List.
- YALSA had 8 promotional partners with a total of \$10,000 in cash donations and over \$25,000 in in-kind donations. Promotional partners included Hachett, Harcourt, Harper Collins, Hyperion, Listening Library, Penguin and Scholastic.
- Royalties from product sales for 2007 were up over from 2006 and overall sales increased in 2007.
- Mirrorstone Books, an imprint of Wizards of the Coast, signed on as the National Corporate Sponsor at the \$50,000 level for 2007.

Teen Tech Week™ March 2- 8, 2008:

- Second year for this national initiative.
- Launched to members at the Midwinter Meeting at our annual Gaming Extravaganza.
- Over 1,500 librarians and educators registered to participate.
- E*Vanced Solutions, Rosen Publishing, and Tutor.com participated as Promotional Partners.
- Hosted a Teen Tech Week press event at Thomas Jefferson High School which also included presentations from the Federal Trade Commission’s Bureau of Consumer Protection, and the National Education Association’s Health Information Network.
- Through Corporate Sponsorship provided by Dungeons & Dragons, a subsidiary of Wizards of the Coast, Inc., YALSA offered twenty “mini-grants” in support of Teen Tech Week. These grants provided each winning library \$450 cash and \$50 worth of Teen Tech Week products.

Support Teen Literature Day, April 17, 2008:

- Second annual celebration of this national event.
- Worked with the Readergirlz to plan “Operation Book Drop.” YALSA and the Readergirlz asked publishers to donate books, with these donations going to children’s hospitals. Twelve hospitals participated across the nation and in Canada and twenty publishers donated approximately 10,000 books.

Technology: A Task Force to explore the possibility of a YALSA presence in Second Life provided a report that will be considered by the YALSA Board of Directors at the 2008 Annual Conference.

RESEARCH

Surveys:

- As part of Teen Tech Week over 600 teens took a brief survey about their online habits and voted for the 2009 Teen Tech Week theme.
- Harris Poll <http://www.ala.org/ala/yalsa/HarrisYouthPoll.pdf>
- PLA’s PLDS Survey <http://www.ala.org/ala/pressreleases2007/july2007/yalsastudy07.cfm>

Awards: YALSA's Frances Henne Award for Research was awarded to Arlene Weber Morales, whose proposed study is titled, "School Library Media Specialists' Instruction Improves Academic Performance of Students' Research and Technology Skills."

CONTINUOUS LEARNING

Young Adult Literature Symposium:

- Theme is "How We Read Now" and will debut Nov. 7-9, 2008
- Funded in part by the Bill Morris Endowment.
- A one day preconference, "Draw Teens into Reading with Graphic Novels & More," will also be a part of this event.

Opportunities to Learn are Increasing:

- "Taking Teen Services to the Next Level" Midwinter Institute held in Philadelphia was financially successful.
- The third Electronic Gaming Night was held in Philadelphia.
- YALSA continues to offer multiple sessions of e-courses per year. Courses include "Boys and Books," "Pain in the Brain," "Tech Tools for Teen Leadership," "Power Programming for Teens." Additional courses continue to be developed.
- Licensed Institutes: Launched two new licensed institutes: Teens & Technology and a Beginner's Guide to Teens in Libraries.
- Two pre-conferences "Turn Teens on to Reading through Booktalks" and "Got Tweens? Serving Younger Teens and Tweens" are planned for Annual 2008.
- The Certification Task Force, working with ALA-APA, has provided an initial report regarding the curriculum and competency needs to create specific continuing education opportunities for librarians who serve teens.

YALSA Publications

- *The Official YALSA Award Guidebook*, edited by Tina Frolund, will be published in June 2008.
- *The 5th edition of Excellence in Library Services to Young Adults*, edited by Amy Alessio, will be published in June 2008.
- *YAttitudes*, YALSA's members only quarterly newsletter, was redesigned and is now delivered in full text to members via email.
- *Young Adult Library Services*, YALSA's quarterly journal, celebrated its 5th volume.

ASSOCIATION SUSTAINABILITY

ALA Emerging Leaders:

- YALSA's once again selected a member to receive sponsorship to be an ALA Emerging Leader. Unfortunately, due to personal issues, YALSA's Emerging Leader was not able to participate in the program this year.
- YALSA plans to sponsor another Emerging Leader next year.

New Member Recruitment:

- Membership growth stands at 5,655 as of April 2008.
- YALSA 101 will again be offered at Annual 2008 to promote YALSA resources and services to potential members.
- Recommendations from the Regional Advisory Board, which serves as a go-between for YALSA, state and regional associations as well as the 100+ international YALSA

members, helped to identify several regional conferences and other library related conferences to target for presentations and exhibits.

Retaining existing members:

- Increased opportunities for member participation have been developed, virtually and/or face-to-face, via Interest Groups, Discussion Groups, Task Forces and Committees.
- Several new task forces were appointed, including the Second Life Task Force, LAMA/YALSA Teen Space Guidelines Task Force and the Magazine Selection List Task Force.
- Increased opportunities for leadership with the addition of a Secretary position and an additional Director at Large position to the YALSA Board.
- Increased methods of communication:
 - A new electronic listserv, YALSA-lockdown, has been added to our resources.
 - Increased use of YALSA's Twitter, including regular communications from the YALSA President.
 - President's Monthly Reports were sent to Committee chairs as well as posted on YALSA web site, and the YALSA Councilor report is also available on web site.
 - Members of YALSA's Board are now sending personal welcome messages to all new YALSA members as they join the Division.

Grant Awards:

YALSA applied for and received \$8,000 in funding from ALA's Ahead to 2010 initiative for a three-year Diversity Campaign.

Opportunities to Give:

- A Leadership Endowment fund, separate from the existing Friends of YALSA fund, will help ensure the long-term fiscal health of the association. A fund raising effort that began in 2007 will lead to the establishment of the endowment, pending approval with the FY 2009 budget package.
 - The endowment will fund projects like mentorship programs, scholarships, leadership academies and more.

Strategic Planning:

- YALSA members and leaders worked with a consultant to update the strategic plan.
- Surveyed members for feedback during the updating process.

Margaret Alexander Edwards Trust:

- The \$10,000 received from this fund helped YALSA provide a cash prize to twenty-five exemplary teen programs and services from across the United States recognized as part of the fifth round of its Excellence in Library Service to Young Adults project.
- The funds will also help YALSA self-publish a 5th edition of *Excellence in Library Services to Young Adults*

WHAT'S AHEAD IN 2008– 2009

Continuing Education:

- **Two preconferences at Annual 08:** "Turn Teens on to Reading through Booktalks" and "Got Tweens? Serving Younger Teens and Tweens."
- **2009 Midwinter Institute:** Focus will be on Diversity and will compliment our ongoing YA Diversity Campaign.

Advocacy: our @your library Advocacy Campaign will continue throughout 2008 with a launch to library stakeholders.

Events:

- **Celebration of 11th Teen Read Week™:** The upcoming event is October 2008 with the theme “Books with Bite @your Library.” Registration is now open and Zest Books and Galaxy Press have both agreed to support Teen Read Week as Promotional Partners. Mirrorstone Books is the 2008 Corporate Sponsor.
- **First Ever Young Adult Literary Symposium:** The event will be held Nov. 7-9 in Nashville with the theme “How We Read Now.”
- **The 3rd annual Teen Tech Week:** will be celebrated March 8-14, 2009 with the theme “Press Play @ your library.”

Awards:

- The first winner of the new Morris Award honoring a first time author in the field of teen literature will premier at Midwinter 2009 in Denver.
- The committee to select the new Nonfiction award winner will begin work in the fall of 2008 with the first list premiering at Midwinter in 2010.

Publishing:

- *Quick & Popular Reads for Teens, edited by Pam Spencer Holley (2009)*