Teen Services Evaluation Tool

yalsa
Young Adult Library Services Association

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Information for Library & Information Science Faculty:

The Young Adult Library Services Association (YALSA) developed a tool to evaluate public library services to teens. This tool is a way for library administrators, teen librarians, and the general public to assess the level of service provided to teens at their Library. This will allow libraries to support services that already exemplify the highest level of achievement and identify gaps in their services and areas to improve.

The Teen Services Evaluation Tool is meant to complement YALSA's *Competencies for Librarians Serving Youth: Young Adults Deserve the Best.* However, unlike the *Competencies*, this tool is

intended to evaluate an institution's program, rather than an individual librarian. The tool rates library services to teens on a continuum from "below basic" to "distinguished" and provides a framework for improvement and advocacy.

Faculty at schools of library and information science can use the tool to help students identify the qualities that make exceptional library service for teens. They can also encourage students to use the tool to evaluate libraries at which they may be considering job offers. Furthermore, the tool, along with the Competencies, provides a framework for library school curriculum in the area of teen services.

Download the tool at:

www.ala.org/yalsa/competencies

The tool covers the following areas:

Leadership & Professionalism: Librarians that work with teens excel at and are committed to connecting teens and libraries.
Knowledge of Client Group: Teen Services Librarians are familiar with the developmental and cultural needs of young adults in their community.
Communication, Marketing & Outreach: Libraries and librarians foster relationships with teens both in and out of the

library building to effectively communicate about library services and programs.
Administration: Libraries will identify and strategically address the needs and rights of their teen population in the areas of budget, programming, spaces and more.
Knowledge of Materials: library will maintain a current and diverse teen collection, guided by

a collection development policy with the expertise of teen services staff.
Access to Information: Teen Services Librarians will provide access to and instruction on a wide variety of collections and topics.
Services: Teen Services Librarians will offer the best possible programs that meet the needs and interests of teens both in and out of the library.

Additional resources available at www.ala.org/yalsa/competencies

- Competencies for Librarians Serving Youth (national guidelines for teen services librarians)
- Back to Basics: Updated Guidelines for Everyday (60 minute webinar)
- Flowers, Sarah. *Young Adults Deserve the Best: YALSA Competencies in Action* (ALA Editions, 2010)

Inside Story Headline

Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

> "To catch the reader's attention, place an interesting sentence or quote from the story here."

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial.

You can also profile new employees or top customers or vendors.

Inside Story Headline
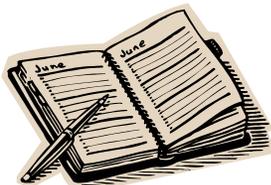
Caption describing picture or graphic.

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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AMERICAN LIBRARY ASSOCIATION

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

Organization

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

We're on the Web!

example.com

Back Page Story Headline

Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.