

## MEMO

May 23, 2007

TO: ALA Council

CC: YALSA Board of Directors

FROM: Judy T. Nelson, YALSA President

SUBJECT: 2006-2007 Report for YALSA, the fastest growing division in ALA

Happy Birthday YALSA, you turn 50 years old in 2007! Because of the 50<sup>th</sup> anniversary, 2007 includes many additional celebrations and special events and publications to highlight fifty years of service and growth within the division. For 50 years this division has identified and highlighted the best materials for teens as well as provided outstanding professional development and support for those providing service to teens. I chose my presidential theme “Still Reading After all These Years” to highlight and celebrate one aspect of this work. Working with, reviewing and recommending books and other materials continues to be important. Currently YALSA awards four literary awards, and annually publishes seven selection lists for books and media.

As a division we are currently reviewing, revising and evaluating all the work done by our award and selection committees and juries. The purpose of the evaluation is to ensure the division is meeting its goal of identifying and supporting quality literature and media for all teens. The division task forces have been asked to make recommendations regarding identification of gaps, oversights or duplications. The newest addition is a materials award for best audiobook production for youth, which will be announced for the first time at Midwinter 2008 in Philadelphia. It is the Odyssey Award, a joint award with ALSC and sponsored by *Booklist*. But it is not only materials that YALSA recognizes. YALSA’s Greenwood Publishing Group’s Service to Young Adults Achievement Award is being handed out for the first time in 2008 to a YALSA member who exemplifies the best in Young Adult services.

YALSA continues to be the fastest growing division in ALA. It has now moved into the number four slot among ALA divisions. Because of this YALSA continues to emphasize the Sustainability section of our Strategic Plan. We recognize that retaining our existing members, as well as reaching out to and even growing new ones is critical to our continued success. As of April 2007 we have 5,565 members, a 10% increase over April 2006. Our members are evenly divided between public librarians, school and student members.

We continue to execute our Strategic Plan. 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 2006-2007:

### ADVOCACY

#### Social Networking:

- Resources about Social Networking Technologies and a Toolkit were developed and posted on the YALSA web site and wiki.

- A DOPA (Deleting Online Predators Act) information packet was created and made available for free via the YALSA web site.
- YALSA Executive Director, Beth Yoke testified before Congress on behalf of ALA.
- YALSA Bloggers created “30 Positive Uses of Social Networking,” via a blog post a day throughout the month of October 2006. It’s been compiled and is available for free as a download from the YALSA blog.
- YALSA continues to monitor this situation and is working to encourage other divisions to be proactive in encouraging education as a solution.

**@ your library campaign:** YALSA’s Advocacy Task Force will unveil an advocacy toolkit and campaign to members at Midwinter in 2008.

**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 YA literature in the media with interviews in newspapers, on radio and on television.

**Legislative Advocacy:**

- YALSA, ALSC and AASL worked together and met with policy and decision makers at Library Legislative Day. Information was shared about the needs of teens, especially in school libraries, and the value of maintaining increased LSTA funding for all libraries.
- YALSA’s Legislation Committee developed a Legislative Advocacy Guide for members, which is available as a free download from the YALSA web site.

**Building Ties within ALA:**

- A RUSA/YALSA Joint Task Force has completed guidelines for Reference Service to Teens that is being reviewed by both Boards.
- AASL, ALSC and YALSA share the Joint Public School Library Cooperation Committee. A YALSA member is serving as the first chair.
- ALSC and YALSA have created the first Odyssey Audiobook Award Committee. An ALSC member is serving as the first chair. The first winner will be announced at Midwinter 2008.
- National Library Legislative Day Student Contest: YALSA, working with ALA Washington Office, chose the teen winner of the theme and logo contest for the 2007 National Library Legislative Day. Danny Chapman of Illinois won, with the theme “Check Out the Future.” He attended the event and visited the Hill with the Illinois delegation.
- PPO and YALSA worked together on the LIVE @ your library authors’ stage for the 2007 Annual Conference. The stage will feature YA authors on Monday June 25.
- YALSA worked with ALA Graphics to launch two new product lines: one for YA awards and the other for Teen Tech Week™.
- YALSA is working closely with ALA’s PIO to launch an @ your library campaign in 2008.
- YALSA has teamed up with the Office for Research to conduct some research on Teen Read Week™ and teen library use.
- 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™.

**Outreach:**

- “Support Teen Literature Day” launched on April 19<sup>th</sup> with author Tiffany Trent as featured speaker and The High Strung as entertainment at an event in Chicago at Juarez Community High School.
- Teen Tech Week™ launched March 4-10, 2007. The winner of the teen video contest was from Plymouth Meeting, PA. The Best Teen Tech Week™ celebration won an author visit from Lauren Myracle, compliments of Harry Abrams, Inc. Lauren will visit Old Bridge Public Library in Old Bridge, NJ. All winners were posted on the YALSA website.
- The first nationwide Wrestlemania Reading Challenge for high school students culminated in Detroit. Co-sponsored with World Wrestling Entertainment and hosted by Detroit Public Library, it was based on the successful pilot program done with Chicago Public Schools in 2005-2006. Five regional winners won a trip to Detroit and competed for a chance to sit ringside at Wrestlemania 23. Winning contestants earned a free trip for two to Wrestlemania, spending cash, and \$1000 for their own library. The grand prize winner was Adrianna Slaughter of Mitchelville, Iowa.
- YALSA launched a Myspace space in December 2006. Its purpose is to provide a way for YALSA to reach out to the general public, including parents, educators, teens, librarians and library supporters. We have over 1140 friends. View the page at [www.myspace.com/yalsa](http://www.myspace.com/yalsa).
- YALSA’s blog celebrated its one-year anniversary by being named one of the top ten library blogs by LIS News. View the blog at <http://blogs.ala.org/yalsa.php>.
- YALSA’s wiki is up and functioning at <http://wikis.ala.org/yalsa>

**White Papers:** The YALSA Board authorized the first three white papers on YA topics. Initial topics include “Why a YA librarian?” “Why Teen spaces in public libraries?” and “The Value of YA literature”. Each is being written by a YALSA member expert. These will be archived and additional topics will be selected as needed.

## MARKETING

**Communications Specialist hired:** Stephanie Kuenn has been hired as Communications Specialist to support the increased work of the YALSA office.

**New Graphics Products:** worked with ALA Graphics to create two new posters. “Be an Award Winning Reader” was listed in the top 5 sellers for the ALA online store; the Printz Award poster has not done well. They will be evaluated.

### **Teen Read Week™:**

- In 2006 celebration of the 9<sup>th</sup> annual event with two national Teen Read Week™ (TRW) kick-offs occurred, in Glendale, CA and in Schaumburg IL featuring YA authors and TV personalities.
- YALSA had seven promotional partners with a total of \$11,000 in cash donations and over \$45,000 in in-kind donations.
- Over 3,300 people registered to participate, down slightly from 2005.
- Royalties from product sales for 2006 were up over 100% from 2005 and overall sales increased in 2006, reflecting the cooperative effort between YALSA and ALA Graphics to offer new and less expensive items.
- Listening Library worked with author Meg Cabot to record a radio public service announcement about TRW.

- 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™:** New initiative launched March 4<sup>th</sup> - 10<sup>th</sup>, 2007.

- The purpose is to encourage teens to use libraries for the non-print resources and to help teens recognize that librarians are trusted information professionals.
- A teen contest for the best logo was held, and the logo was used for the 2007 initiative.
- A line of products was developed and sold through ALA Graphics.
- Over 1,500 librarians and educators registered to participate.
- E\*Vanced Solutions, Harry Abrams, Inc., Rosen Publishing and Tutor.com participated as Promotional Partners.

**Support Young Adult Literature Day:**

This successfully launched on April 19<sup>th</sup>, 2007 with a media event in Chicago. The purpose is to raise awareness among the general public as to the depth and breadth of offerings in young adult literature and the role that librarians play in connecting teens with reading materials.

**First Time Young Adult Author Award Task Force:**

This task force is completing the policies and procedures for a new YALSA award, to be funded from the Morris Endowment. The proposal will be presented to the YALSA Board and ALA Awards Committee at Annual 2007.

**Increased sales of Printz seals and poster**

## RESEARCH

**Surveys:**

- PLA survey questions: developed and submitted by the YALSA Research Committee with the assistance of Cindy Welch, former YALSA Deputy Director. They were included in the 2007 survey of libraries and we are eagerly awaiting the results.
- Member surveys: YALSA surveyed members following Annual 2006 to determine the whys and why nots of conference attendance, as well as asking questions about what services and support members want most. This information has driven much of the work done by the various committees during this past year. The results are available at [www.surveymonkey.com/Report.asp?U=240393267527](http://www.surveymonkey.com/Report.asp?U=240393267527).

**Awards:** YALSA's Frances Henne Award for Research was awarded to Holly Anderton and Karen Brooks-Reese, whose proposed study is titled, "Virtual Reader's Advisory Services for Teens at Public Libraries."

**Research Committee:** is compiling a list of gaps in research relating to Young Adult librarianship.

**Teen Read Week™:** YALSA is working with ALA's Office for Research to analyze data collected from past Teen Read Weeks.

**Mentoring:**

Multiple YALSA member groups are identifying best practices in mentoring for YALSA to act on.

## CONTINUOUS LEARNING

**Young Adult Literature Symposium:**

Plans continue for the first Young Adult Literature Symposium, to be partially funded by the Morris Endowment. Site decisions are being finalized for November 7-9, 2008. The biennial event will become the premier venue for promoting Young Adult literature and exploring the depth and variety of this rapidly growing segment of literature.

**Recommended Reading:**

- A new selection list has been added to assist librarians in selecting materials in developing formats. The Great Graphic Novel for Teens list premiered at Midwinter 2007 in Seattle.
- Task forces have been reviewing all awards and selection lists for possible enhancements or, in the case of Selected DVDs, revisions.

**Opportunities to Learn are Increasing:**

- The “Building Teen Communities Online” Midwinter Institute held in Seattle and was financially successful with over 100 participants
- The second Electronic Gaming Night was held in Seattle, with 134 participants (as compared to 92 in 2006) .
- YALSA offers three sessions of e-courses per year: fall, winter and summer. The online course “New Literacies for Teens” continues to sell out; additional valued courses include “Pain in the Brain: Adolescent Development and Library Behavior,” “Power Programming for Teens,” “Using Electronic Databases,” and “OutReaching Teens, “Making the Matching: Finding the right book for the right teen at the right time,” “Reaching Teens Virtually and “YALSA Competencies Live.” Additional courses continue to be developed.
- Licensed Institutes: “Power Up with Print” was provided at a school district in Indiana and the North Carolina Library Media Association’s conference. “Get Graphic” was offered through the Washington Library Association.
- The full day pre-conference “The Sins of YA Literature” as well as a half-day one, “The Beginner’s Guide to Teens in Libraries” is planned for Annual 2007.
- The Certification Task Force will determine curriculum and competency needs to create specific continuing education opportunities for librarians who serve teens. This task force will work with ALA-APA.

**YALSA Publications**

- *Best Books for Young Adults, 3<sup>rd</sup> Edition, edited by Holly Koelling* is slated to be published in August 2007.
- *Get Connected: Tech Programs for Teens, edited by Rosemary Honnold* will be published in June 2007.
- YALSA was awarded \$5000 for the ALA Carnegie Whitney grant to publish an annotated bibliography of Quick Picks and Popular Paperback titles. Pam Spencer Holley is editing the work.

**ASSOCIATION SUSTAINABILITY**

**Dues:**

The Division dues increase, as approved by 69% of YALSA members on the spring 2006 ballot, went into effect in September 2006.

**Board restructuring:**

Members voted in spring 2007 to increase the Board of Directors by two persons; one member at large and one secretary who will serve on the Executive Committee. This will go into effect with the spring 2008 election cycle.

**Committee review:**

The YALSA Board authorized YALSA to adapt the RUSA committee evaluation model to annually review 7 existing committees.

**ALA Emerging Leaders:**

Two candidates were sponsored for ALA President Leslie Berger's Emerging Leaders initiative. They are Jenine Lillian of Little Rock, Ark., and Ellsworth Rockefeller of Point Pleasant, NJ. Twenty-five YALSA candidates applied for the opportunity. The Board voted to sponsor one emerging leader for 2008.

**New Member Recruitment:**

- Membership growth stands at 10% throughout 2006-2007
- YALSA 101 will again be offered at Annual 2007 to promote YALSA resources and services to potential members. 2006 attendance at this program was standing room only.

**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.  
Five juries and eleven new task forces were appointed, including the Wrestlemania Reading Challenge Task Force, the Excellence Award Task Force which is collecting suggestions for the *Excellence in Library Service to Young Adults, 5<sup>th</sup> edition* to be edited by Amy Alessio, and the Student Scholarship Ad-hoc Board Committee to study how YALSA can support student conference attendees in the future.
- Increased methods of communication:
  - The YALSA blog was listed as one of the top ten LIS blogs to read for 2007.
  - The YALSA wiki, Ning, Twitter, Technorati, Del.icio.us and Flickr pages were created.
  - 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.
  - The Regional Advisory Board now serves as a go-between for YALSA, state and regional associations as well as the 100+ international YALSA members. They support members and promote the work of YALSA
  - YALSA will be doing more presentations at regional conferences and at other library related conferences. In 2007 YALSA programs on teen services have been offered at Texas Library Association Conference, the AASL Conference and the ALA Techsource Gaming Symposium. The Regional Advisory Board is helping target locations for additional future conference presentations.

**New products:**

New products were launched via ALA Graphics for literary awards and Teen Tech Week™.

**Grant Awards:**

YALSA was awarded the World Book – ALA Goal Award grant for \$10,000 to improve teen library service to Arkansas, Louisiana and Mississippi. Using Teen Read Week materials the grant will work to boost teen reading in these three states.

**Opportunities to give:**

The Friends of YALSA has just completed one full year of fund raising events, culminating with the 50<sup>th</sup> Anniversary celebrations that include a quilt raffle and T-shirt sale.

### WHAT'S AHEAD IN 2007– 2008

#### 50<sup>th</sup> Anniversary Celebratory events at 2007 Annual Conference:

- The Booklist Books for Youth Forum featuring the first Printz winner and honorees.
- An anniversary party immediately following the Booklist event and co-hosted by over a dozen publishers.
- A Young Adult Author Breakfast featuring past and current winners of the Printz & Edwards awards.
- Fundraising efforts including a quilt raffle and T-shirt sale (featuring artwork donated by Unshelved).
- The Live @ your Library Reading Stage with young adult authors featured on Monday.
- The President's Program, "A Day in the Life of a Teenager."

#### Continuing Education:

- **Two preconferences at Annual 07:** "The Sins of YA Literature" and "A Beginner's Guide to Teens in Libraries"
- **Additional online course offerings:** registration is now open for the summer session, July 1-30, 2007. New courses will be offered in 2008.
- **2008 Midwinter Institute:** This event is focusing on advocacy for teen services and will launch YALSA's @ your library campaign to members.
- **Teens Need Libraries:** With funds from the 2007 World Book Goal Grant, YALSA will bring face-to-face and online training to three targeted states (Arkansas, Louisiana & Mississippi) that have traditionally had minimal participation in Teen Read Week™ and that have standardized reading test scores below the national average.
- **Additional Licensed Institutes:**
  - A Beginner's Guide to Teens in Libraries
  - New Literacies for Teens

#### Advocacy:

- YALSA's @ your library campaign to members launches in 2008.

#### Events:

- **Celebration of the 20<sup>th</sup> Margaret Edwards Award:** A task force is planning a special program and for Annual 2008 as well as other activities.
- **Celebration of 10th Teen Read Week™:** The upcoming event is October 14-20, 2007 with the theme "LOL @ your library." Registration is now open and products are on sale at [www.ala.org/teenread](http://www.ala.org/teenread).
- **Teen Tech Week™:** The second annual event will be on March 2-8, 2008.
- **Support Teen Literature Day:** held during National Library Week on April 17, 2008.
- **Young Adult Literature Symposium:** to be held in November 7-9, 2008.

#### Awards:

- **First Time YA Author Award:** to be approved in 2007 and implemented in 2008.

#### Publishing:

- *Excellence in Library Services to Young Adults, 5<sup>th</sup> edition* (summer 2008)

- *The Official YALSA Award Guidebook* (summer 2008)
- *Quick & Popular Reads for Teens* (late 2008)