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archived on the Connected Learning TV website (<http://connectedlearning.tv/webinar-archive>), and a resource list will be developed for librarians and library workers who are

This year YALSA explored new ways to connect online with its members, including Google Hangouts, Twitter Chats and more. YALSA's social media followers exploded in 2012-13, with 17,833 Twitter follows and 6,805 Facebook likes (as of June 11, 2013).

YALSA's ongoing partnership with WWE helped the association reach 614 libraries across the country with its Wrestlemania Reading Challenge.

Over 2012-13, YALSA worked with Northstar Strategies to institute a new marketing plan for all of its services, particularly online. Northstar met with the YALSA Executive Committee in fall 2012. The YALSA office and Board have prioritized which of the recommendations to take on first, and have begun implementation.

YALSA issued three surveys in September 2012 to find out how we can best serve our members and reach potential members. The surveys reached 750 members, and 1,540 potential members. The Division Membership and Promotion Committee analyzed the results and presented several recommendations to the board.

YALSA President Jack Martin hosted three Virtual Town Halls via Adobe Connect to talk with members about the association. The topics addressed in the discussions include helping members connect locally with one another and advocacy.

YALSA's President and President-Elect created two short webinars to help members get involved and get the most out of their membership. The free webinars are available at [www.ala.org/yalsa/getinvolved/getinvolved](http://www.ala.org/yalsa/getinvolved/getinvolved)

In 2013 YALSA gave out its first 'Volunteer of the Year' Awards to the YA Literature Symposium Planning Taskforce and to the Member Manager for The Hub, Gretchen Kolderup.

Member engagement activities that carried forward from previous years were the virtual mentoring program and opportunities to serve on over 70 YALSA committees, juries, taskforces and advisory boards, blog for YALSA, present a YALSA webinar, and more.

## **Capacity Building**

*Reaching Library Administrators, Dollar General Literacy Foundation, Best Buy, Presidential Theme*

A recent PLA survey showed that the number of young adult librarians employed by public libraries across the United States has dropped significantly. As a result of this, the YALSA Board is exploring how we can help library administrators better understand the importance of teen services. As a first step, YALSA has partnered with LLAMA to create a webinar to address this topic.

In 2012-13 the Dollar General Literacy Foundation helped fund 40 summer reading programs for teens across the country and 10 Teen Read Week programs. YALSA would like to thank Dollar General for its continued dedication in supporting teen services in libraries. Dollar General funds also supported the launch of an online community for summer reading and learning, <http://summerreading.ning.com/>

2012-13 also saw the beginnings of a new partnership with Best Buy. YALSA received funds from Best Buy to support teen tech programs in libraries across the country. YALSA will be