



MEMO

May 27, 2010

To: ALA Council

Cc: YALSA Board of Directors

From: Linda W. Braun, YALSA President

Subject: 2009-2010 YALSA Annual Report

In 2009-2010 YALSA continued to focus on member support in order to guarantee that teen librarians are served through the initiatives of the Association. The report below is organized by YALSA's strategic plan goals -- advocacy, marketing, research, continuous learning, and member engagement and recruitment. At the end of the report a brief section looks at what's in the works for YALSA in 2010-2011.

ADVOCACY

Friends of YALSA

The Financial Advancement Committee launched Give \$10 in '10 initiative which asks for \$10 donations to be made to the Friends of YALSA in order to help support the Association's advocacy efforts.

- Friends of YALSA funds were used to sponsor five YALSA members so that they can attend Library Advocacy Day. The five awarded the funding will participate in the rally on the Hill, visit their local legislators with their state delegations, and follow-up on their experience with an advocacy effort in their own local community.
- Friends of YALSA funds will support the creation and distribution of a pamphlet that members can use when advocating at the local level.

District Days

In order to help members connect with their elected officials, YALSA created District Days and developed:

A wiki page with information on what District Days are that includes resources for successful participation.

An ALA Connect group for YALSA members to use to discuss and exchange ideas related to District Days.

Continuing Education

A webinar on advocacy was held in May 2010

A presentation on advocacy for use by librarians around the country is available on the YALSA website.

YALSA sponsored a preconference at PLA on advocacy and teen services.

MARKETING

Teen Read Week™

13th annual Teen Read Week was held October 18-24, 2009 with the theme

participate in interviews with a variety of newspapers, radio stations, and TV news outlets.

YALSA was chosen to participate in the 2010 Chicago Net Impact Service Corps program which will help YALSA position itself so that programs and initiatives are attractive to potential sponsors and partners.

Awards and Lists

Published downloadable bookmarks to provide for easy copying and dissemination of information about winners and honorees of YALSA's book and media awards

The first Excellence in Non-Fiction Award was announced at ALA's 2010 Youth Media Awards Press Conference at the 2010 Midwinter Meeting.

A New Publication

The Division is continuing to move forward with a new web-based research journal, which will launch in the fall of 2010.

At Midwinter 2010 the Board approved the name of the journal, *Journal of Research on Young Adults and Libraries*

Jessica Moyer, was hired in late 2009 as the editor of the new journal

Collaborative Opportunities

YALSA continues to work on collaboration opportunities with research oriented institutions. In order to continue to develop these connections the Association President attended the Pew Internet in American Life Project conference on millennials.

In May the Association sent a mailing to library schools to inform them about YALSA resources of interest.

At the 2010 ALISE Annual Conference YALSA sponsored a table in the vendor area.

CONTINUOUS LEARNING

Publications

- YALSA competencies for librarians serving young adults, titled *Young Adults Deserve the Best*, were revised in 2010 and a book, by Sarah Flowers, on using the competencies in day-to-day library practice will be published in summer of this year.

In 2009 the Association published *Cool Teen Programs for Under \$100*, edited by Jenine Lillian, and *Quick & Popular Reads for Teens*, edited by Pam Spencer Holley (ALA Editions, 2009)

- Three titles are slated for publication in the summer of 2010:
 - *Risky Business: Taking and Managing Risks in Library Services for Teens* by Linda W. Braun, Hiliias J. Martin, and Connie Urquhart
 - *Multicultural Programs for Teens and Tweens* by Linda B. Alexander and Nahyun Kwon
 - *YALSA Annotated Booklists for Every Teen Reader*, edited by Julie Bartel and Pam Spencer Holley

Received an ALA Carnegie Whitney grant to self-publish a book on planning and implementing Teen Tech Week and Teen Read Week. YALSA member Megan Fink will edit the volume.

Ongoing Learning Opportunities

Eve Gaus was hired as YALSA's Program Officer for Continuing Education.

In February YALSA launched once-a-month webinars. Topics of webinars held in spring 2010 include Getting involved in YALSA, competencies for librarians serving teens, advocacy, and classics of young adult literature.

Helping Members Facing Economic Challenges

As of April 2010, YALSA's membership stood at 5,318, down 2% from the previous fiscal year. Throughout 2009-2010 the YALSA Board remained aware of the economic challenges many Association members face and sought to stay proactive to ensure a solid member base. In order to support these members YALSA initiated, or expanded several projects including:

- Forming a Recession Relief Task Force with the charge to develop resources for members looking for ways to successfully navigate the current economy.
- As a sign of appreciation for the work of members during difficult economic times, the YALSA Board sent thank you notes to all YALSA members that are currently active in a YALSA member group.
- An email blast was sent to all YALSA members on National Library Worker's Day to thank them for their continued support and to provide information on the range of resources YALSA makes available to those looking for support during the current economic downturn.
- The Association is now offering gift memberships for new members, or as renewal for those already in YALSA.

Expanded Opportunities to Participate

YALSA continues to offer informal monthly themed e-chat sessions for members. These sessions were extended and re-branded as *First Wednesdays with YALSA*. Association members are invited to host formal or informal events on the first Wednesday of the month so that teen librarians can meet to discuss topics of interest. First Wednesday events have been held from New York City to Seattle. Launched a new mentoring program that will match seasoned librarians as mentors to library school students and new librarians. Applications are currently being accepted for mentors and protégés and the first mentor protégé groups will begin working together in the fall of 2010.

Reader's Choice

Reader's Choice is a new member-driven selected list that YALSA will introduce in 2011. Members will nominate favorite titles published during the year and members will then vote on their favorites of those titles nominated. The titles with the most votes will be published as YALSA's Reader's Choice list.

Best of the Best

In an effort to successfully brand and market the full portfolio of lists and awards that YALSA provides, the Association will begin using *Best of the Best* as an umbrella heading in promotion of these materials.

Research Agenda

The YALSA Research Committee is at work on an updated research agenda that will help the Association identify the areas in which research is needed.

Member Recognition Award

YALSA's member groups are instrumental in moving programs and initiatives of the Association forward. In order to demonstrate appreciation of the work of its member group members, YALSA is developing a plan for member recognition award. The first award will be announced in 2011.

Midwinter Institute

At 2011 Midwinter Meeting YALSA will sponsor an institute titled