

June 1, 2012

To: ALA Council

Cc: YALSA Board of Directors

From: Sarah Flowers, YALSA President

Subject: 2011-2012 YALSA Annual Report

YALSA continued to support its members through another year of trying times as libraries across the country experienced budget cut-backs. YALSA has also been looking to the future as we implemented an updated strategic plan, preparing the organization to serve our members for the next 3-5 years. The report below is based on YALSA's new strategic plan goal areas: advocacy and activism, research and documentation of best practice, continuous learning and professional development, member recruitment and engagement, and capacity building and organizational development.

Along with YALSA's Executive Director, I attended Library Legislative Day in Washington, D.C., meeting with congressional staffers and representatives from non-profits with similar interests to YALSA, such as the Afterschool Alliance and the Alliance for Excellent Education.

YALSA created a "Tweet Your Senator" Google map, which received over 8,000 views in two weeks' time. About 140 individuals Tweeted their Senators and just over 50 re-tweeted YALSA's

Readership of the Hub, YALSA's YA Literature blog, has continued to rise dramatically. It had nearly 30,000 page views in April. www.yalsa.ala.org/thehub/

The second annual Trends in YA Midwinter Paper Presentation took place in Dallas in January, featuring Jeanie Austin, who presented her research on "Making a Difference for Teens in the Juvenile Justice System."

In June, YALSA's newest self-published title, _____, will be coming out. Contributors include Mark Flowers, Megan Honig, Erin Downey Howerton, Kat Kan, Maria Kramer, Chris Shoemaker, and Connie Urquhart. Also in June, Neal-Schuman/ALA Editions will publish the first three books in the YALSA Guides series: _____ by mk Eagle; _____ by Linda W. Braun; and _____ by Sarah Flowers.

YALSA has applied for an IMLS grant to hold a national forum on the state of YA services. Grant results

The badges—at no cost to learners—will be based on

YALSA members, including the president, helped staff a YALSA booth at several conferences this year, including: PLA, ALISE, Virginia Library Association, Tennessee Library Association, Connecticut Library Association, International Reading Association, Beyond School Hours, and the USA Science and Engineering Festival. Members shared information about YALSA lists and awards, and about how libraries can support out-of-school-time programs.

The first YALSA Writing Awards were presented this year. Individual members were awarded \$500 each for the best article in _____ and the _____ and \$200 each for the best article in the YALSA blog and The Hub, YALSA's YA Literature Blog.

YALSA is sponsoring Lori Easterwood, Sacramento Public Library, as its 2012 Emerging Leader.

YALSA received the \$10,000 BoardSource Innovation Prize for its "Governing the Future" presentation. The YALSA Board voted to put \$9,000 of the prize money into YALSA's Leadership Endowment, and to spend \$1,000 to pay for the first round of the new YALSA Board Fellowship Program.

The first YALSA Board Fellow, Carrie Kausch, was appointed this spring. She will begin her year's term after ALA Annual 2012, as a non-voting, but fully involved, member of the Board.

YALSA Board members participated in a Board Self-Assessment process this year. Each Board member completed an assessment form in July, and identified areas to focus their learning on during the year. Board members demonstrated their learning by making presentations to the Board or leading online chats on specific topics.

YALSA is in the process of hiring a consultant to help with a strategic marketing plan, including branding.

YALSA Board members have been learning this year about their role in Planned Giving. YALSA members and others were identified as possible planned giving donors, and a mailing was sent to them in early June.

YALSA staff created a Media and Sponsorship Kit to help vendors and others connect with YALSA's more than 5,200 members. <http://bit.ly/IQsjpX> (.pdf)

The Friends of YALSA continues to support YALSA, focusing this year on marketing YALSA's selected lists and awards. The FOY created a 2012 Printz Calendar, featuring the first 12 Michael L. Printz Award winners. www.ala.org/yalsa/givetoyalsa/give