

YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
July 9-15, 2009

Topic: President’s Annual Report

Background: The report below was submitted to ALA Council for their official records.

Action Required: Information

June 15, 2009

TO: ALA Council
CC: YALSA Board of Directors
FROM: Sarah Cornish Debraski, YALSA President
SUBJECT: 2008-2009 Annual Report for YALSA

This year YALSA continued to be the leader in young adult library services, providing its members with high quality support, programs, and information. It has been a year of increasing worries for the library community as the economy’s impact is felt everywhere. YALSA continues to strive to meet members’ needs through creative thinking and true responsiveness. The report below is organized by our five major goals: advocacy, marketing, research, member recruitment and engagement, and continuous learning. Below are YALSA’s highlights for 2008-2009:

ADVOCACY

YALSA continued its tradition of collaborating with a variety of groups within ALA, as well outside of ALA.

- Working with ALA’s Public Programs Office, YALSA supported the implementation of a third round of Great Stories CLUB, a program where alternative high school libraries, public libraries and/or juvenile detention centers receive funds from Oprah’s Angel Network to provide book clubs to troubled teens.
- YALSA helped staff the ALA booth at REFORMA conference, as well as presented a YALSA program “Reaching Spanish Speaking Teens with Alternative Media.”
- YALSA helped staff the ALA booth at the IFLA Conference.

Legislative Advocacy:

- In February YALSA’s Advocacy Task Force and Legislation Committee sponsored “28 Days of Advocacy” with daily blog posts about how to be an advocate. A compilation of the posts is available as a pdf at http://yalsa.ala.org/blog/wp-content/uploads/2009/04/28_days_full.pdf
- YALSA, ALSC and AASL worked together and met with policy and decision makers at Library Legislative Day.

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

White Papers: Two new white papers were published by YALSA. “[The Benefits of Including Dedicated Young Adult Librarians on Staff in the Public Library](#)” and “[The Importance of Young Adult Services in LIS Curricula](#)” are available at www.ala.org/ala/mgrps/divs/yalsa/profdev/whitepapers/whitepapers.cfm

MARKETING

New Awards and Products:

- The first William C. Morris Award was presented at the 2009 Midwinter Meeting. The recipient, Elizabeth C. Bunce, will be honored at the Annual Conference at the Morris Award Presentation/YA Author Coffee Klatch for her novel *A Curse Dark As Gold*.
- Morris seals have been designed and are available for purchase.
- Free bookmarks are available that feature YALSA’s 2009 book & media award winners: www.ala.org/ala/mgrps/divs/yalsa/booklistsawards/marketing/bookmarks_awards.pdf

12th Annual Teen Read Week™ Oct. 12-18 2008:

- 4,927 individuals registered to participate in TRW (last year 4,680)
- YALSA had 7 Promotional Partners and one Corporate Sponsor, Mirrorstone Books. The total cash donations were \$58,500 and the total in-kind donations were over \$50,000.
- Sales of TRW products were down about 10% from last year. We sold about 8,200 items.
- YALSA sponsored one national kick-off in Chicago at the Juarez High School featuring Mirrorstone’s author Kimberly Pauley.
- More than 1,000 teens voted during the event to choose the 2009 theme-Read Beyond Reality.
- More than 8,000 teens voted during the event to choose the Teens Top Ten (<http://www.ala.org/ala/mgrps/divs/yalsa/teenreading/teenstopen/ttt2008.cfm>)

3rd Annual Teen Tech Week™ March 8-14, 2009:

- 1,687 librarians and educators registered to participate.
- Promotional partners included Evanced Solutions, Galaxy Press, Rosen Publishing, Simon & Schuster, Tutor.com, and the Verizon Foundation. DoSomething.org was a 2009 Nonprofit Supporter.
- The Verizon Foundation provided twenty mini-grants of \$500 each to libraries with innovative Teen Tech Week programming.
- Over 500 teens voted online for the 2010 theme and chose “Learn, Create, Share @your library” which will be celebrated March 7-13, 2010.

Support Teen Literature Day, April 16, 2009:

- For the second year YALSA worked with Readergirlz to implement Operation Teen Book Drop (TBD), which provided books to hospitalized teens.
- These groups, along with twelve YALSA volunteers, worked with publishers to have over 8,000 books donated and delivered to twelve children’s hospitals nationwide

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- During February a Member Recruitment Campaign ran in which members were encouraged to recommend YALSA to friends or colleagues. Those who did were entered into a contest to win a Flip video camera. YALSA gained 50 new members during the contest.
- To better meet the needs of

papers and presentations, as well as applications for the 2010 stipends, are now being accepted at www.ala.org/yalitsymposium.

Opportunities to Learn are Increasing:

- YALSA continues to offer multiple sessions of e-courses per year. Courses include “Boys and Books,” “Pain in the Brain,” “Tech Tools for Teen Leadership,” “Power Programming for Teens.” Additional courses continue to be developed, developed including one on tweens and another on serving diverse teens.

YALSA Publications

- *Young Adult Library Services*, YALSA’s quarterly journal was honored with an Award of Excellence from APEX, in the category of magazines and journals over 32 pages. Editor Rosemary Honnold resigned and the Board of Directors selected Sarah Flowers as the new editor, to begin with Fall 2009 issue. Production of YALS was also transferred to Cadmus in February.
- YALSA continues to reach its members with its e-newsletter, *YAttitudes*, which directly emails full text to members email inboxes.
- YALSA has two new books in 2009. Out now is *Quick & Popular Reads for Teens*, which collects and annotates the Quick Picks for Reluctant Young Adult Readers and Popular Paperbacks for Young Adults list and is edited by Pam Spencer Holley and published by ALA Editions. Out soon will be *Cool Teen Programs Under \$100*, edited by Jenine Lillian and to be published by YALSA.