

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

Topic: YALS Editor Report

Background: Stephanie Kuenn has provided and report for *YALS*. RoseMary Honnold resigned as *YALS* Member Editor in April. Tina Frolund is guest editing the summer issue, and Sarah Flowers takes over as Member Editor with the fall issue.

Action Required: Information

Compiled by Stephanie Kuenn, YALSA Communications Specialist, with notes from guest editor Tina Frolund and incoming editor Sarah Flowers

The first part of 2009 has been a time of great transition for *Young Adult Library Services*. We have changed our production group, upgraded our storage and fulfillment capabilities, changed editors, and cut costs where we can. In addition, we are experiencing record submissions.

Production

YALS changed production teams in February 2009, signing a three-year contract with Cadmus Communications, a multinational publications company that provides us with copyediting, proofing, typesetting, printing and mailing services. Cadmus was chosen after a lengthy RFP process in fall 2008. The first issue completed by Cadmus, *YALS* 7n3, Spring 2009, mailed in April. The move has resulted in a cost savings. The first issue produced by Cadmus came in \$3,600 under the budgeted costs for this issue. It cost \$500 less than *YALS* 7n2 Winter 2009, the last issue produced by our former production group — an impressive savings, given that our print run on 7n3 was 700 issues larger than on 7n2.

In addition, customer service is greatly improved, as is efficiency. By working with Cadmus, our production cycle has shifted from 12-15 weeks (from manuscript delivery to mail date) to an 8-10 week process, allowing more timely information to appear in *YALS*. Customer service with Cadmus has been responsive. One area of difficulty was mailing permits, and Cadmus worked with us to find an easy solution that allowed *YALS* to mail at its nonprofit rate without having to deal with complicated post office paperwork or additional fees.

The move also gives us flexibility on certain processes, such as the mailing list. We have created our own customized mailing list, including important ALA contacts, potential funders, leaders in other nonprofits with similar missions, and contacts within other divisions.

In short, we are very pleased with this new relationship.

Storage & Issue Sales Storage

YALSA Board of Directors – Annual 09

Topic: YALS Editor Annual Report

As part of our switch to Cadmus Communications for *YALS*' production needs, *YALS* has also moved its back issues to a new storage facility, also owned by Cadmus. The storage also features online software that allows us to access real-time inventory and ALA's customer service group is able to process back-orders and back-issue sales directly through this system. Orders are processed and sent out within one business day. With our previous storage facility, we had no access to real-time inventory and back-issue processing occurred approximately every three months because the former facility had a minimum requirement (12 issues) to mail out items. Cadmus does not charge us freight to move items from the printing facility to the storage facility.

Our costs for storage, processing, and fulfillment with Cadmus are approximately \$700 per year

All three offer advantages and disadvantages in terms of cost and accessibility. Another issue to consider is that *YALS* does brisk business in subscriptions, and we don't want to lose it as a potential source of revenue. One potential way to keep print *YALS* relevant while also opening up online access is to make online access available only to subscribers and members for a certain period of time (say, three months or a year) before opening access to all. This will be an ongoing discussion and hopefully, come the Midwinter report, we'll be detailing *YALS*' successful entrée into 21st century.

Special Issue on the Economy and Content Challenges

YALS four issues each have a theme: Winter is the Teen Tech Week issue, Spring is the Awards Issue, Summer is the Teen Read Week issue, and Fall is a special themed issue that changes each year.

The summer issue will feature an in-bound supplement at the end featuring the paper presentations from the 2009 Young Adult Literature Symposium, along with articles on Teen Read Week. The issue begins mailing July 1.

The fall issue was scheduled to examine collaboration but will instead focus on challenges the economy presents to teen librarianship and how YALSA can help. Sarah Flowers began recruiting writers for this issue after being named editor in May. This issue will mail in October.

A content challenge that *YALS* will need to deal with this year is the publishing of award speeches (each fall issue) and the award winners and selected booklists (each spring). In the past, *YALS* has run the speeches from the Edwards and Printz award winners, plus the Printz Honor Book winners, which typically takes up about ¼ of the fall issue. With the arrival of the Morris Award, *YALS* will only run speeches from the award winners this year, with honor speeches being posted online, to save space for the themed content on the economy. Looking forward, we will also need to add the winning speech of the Nonfiction Award in the fall 2010 issue, which would further limit the theme content. Given the amount of space this takes, we're planning to consider new approaches for pushing this content out to the membership, including running speeches online.

With the selected lists and awards, we have a similar problem. On the plus side, it is the Awards Issue, so space is dedicated to these announcements. However, even in the best of circumstances, the issue will not mail until late March or early April — two to three months after the fully annotated booklists and awards are published online at www.ala.org/yalsa/booklists. *YALS* is the official record of the association, so it makes sense that space needs to be dedicated to chronicling one of the most important services YALSA offers its members. However, dedicating 30+ pages — the bulk of the journal — to information that is easily accessible elsewhere is not the most cost-effective or efficient use of the space. One possible way to go is to honor the award winners in one article rather than separate articles for each award (which would be 2-3 pages, rather than upwards of 5). The lists present a different problem — we could run the top ten lists of certain lists, with a link back to the website, but not all lists offer a top ten list. We also need to be equitable to all books that make these lists, as it is an honor. We will continue to mull this over and try to brainstorm a solution.

