

**YALSA Board of Directors Meeting
ALA Annual Conference, Washington DC
June 24 – 29, 2010**

Topic: Readers' Choice List

Background: At the 2009 Annual Conference, YALSA's Board directed the President to establish a taskforce to develop policies and procedures for a member/readers choice list. Their first draft was reviewed at the 2010 Midwinter Meeting. The taskforce has revised their original draft based on feedback from the Board which asked the taskforce to: 1) reformat the proposal using the committee policy and procedure template developed by O&B, 2) provide more information about the nomination form, 3) consider announcing the list in December, and 4) revisit the process for establishing nomination categories. The Board will want to review this latest document for the necessary changes and consider it for adoption, if no further improvements are necessary.

Action Required: Action

YALSA Readers' Choice Book List Proposal – revised March 16, 2010

Lee Catalano
Sarah Cornish Debraski
Sarah Ludwig, chair
Rollie Welch
Jody Wurl

We present the following proposal to the YALSA Board of Directors in support of the development of a Readers' Choice book list, to be created by YALSA members each year.

Administration

A task force of 5-7 members, including one chair, will be appointed by the YALSA president-elect for a term of one year. The group will be responsible for the following:

**YALSA Board of Directors – Annual 2010
Readers' Choice List**

YALSA members and non-members will be encouraged to nominate titles. Nominations will be accepted online only. Upon nominating a title, the nominator must select which genre category the book falls into; these categories will be determined in advance by the Task Force.

Categories will be genre- rather than format-based. Some categories will remain constant every year, for example: historical fiction, science fiction, etc. Other categories will reflect current trends in young adult publishing and therefore will be re-examined each year by the committee. For example: vampire fiction, epistolary novels. These options will be available to the nominator in the nomination form. (The nomination form will be based on the form currently used for Best Fiction for Young Adults.)

Voting process

Nominated titles must have been published between November 1 of the prior year and October 31 of the current year. Nominations will be accepted beginning in February and will continue being accepted throughout October of the same year. The final ballot will be made available to YALSA members beginning November 1, and voting will be open throughout that month. The final Readers' Choice Best Books for Teens list will be announced in December.

Non-fiction and graphic format

Books nominated must be published for a teen audience.

Nominations from authors, publishers or agents of specific titles will not be accepted. (The form we use must include this information as a disclaimer, but we are not sure how this could be monitored.)

Titles must fall into a Reader's Choice category; that is, have appeal and be marketed to young adults. If a professional development title or a title marketed to adults is nominated, that title will be rejected.

Technology

Nominators will submit their nominations using a form similar to the Best Fiction for Young Adults form on the YALSA website.

Marketing

We present the following marketing ideas:

- Printed bookmarks to hand out at the YALSA booth at ALA Annual 2010
- Regular posting to the YALSA blog and YALSA-BK to promote discussions of titles throughout the year
- A VOYA article published in the fall
- Book discussions via ALA Connect where people can lobby for their favorite books or discuss certain titles
- Advertising in SLJ, Booklist, VOYA