

**YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
June 24 – 28, 2011**

Topic: Ad-hoc Committee Report on Promoting Guidelines

Background: At Midwinter, the Board decided to establish an ad-hoc committee to prioritize supplementary materials that would be used to promote YALSA's guidelines. The group's job was to determine the feasibility of the different options for creating supplementary materials for YALSA's Competencies and other official guidelines, as outlined in board document #27 for the 2011 Midwinter Meeting. Christopher Shoemaker, the chair, has provided the report below.

Action Required: Discussion

Following Midwinter 2011, an Ad Hoc Committee of the YALSA Board was appointed to study and develop recommendations related to how YALSA could best develop tools and resources that would help promote the association's competencies and guidelines, as well as support the use of these resources by teen services staff, state library consultants, library directors, and library trustees.

The Committee used the Midwinter 2011 board document #27 at <http://tinyurl.com/3pv27vj> on Creating Supplemental Materials for Guidelines as the jumping off point for discussions and considered what would be required in order to accomplish the ideas set out in that document. Group members considered development costs, YALSA staff and member time, revenue generation, branding, member benefits and prioritization of ideas.

The following document provides the YALSA Board with information on the Committees recommendations, listed in priority order.

Recommendations, Rationale and Timeframe

1. Develop YALSA sub brands for materials

Recommendation:

This group recommends to the Board that a task force be set up to develop branded packages of products and resources of YALSA material that have appeal to particular users groups, as

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Sample packet:

General public

- Selected and notable lists
- National Activity promotions / TTW, TRW
- Toolkits - social media guide, parent resources

Library school faculty

- YALSA white papers
- Webinars / Continuing education
- Toolkits

Administrators

- YALSA white papers
- Professional titles:
 - Teen Read Week and Teen Tech Week (Megan Fink, 2011)
 - Young Adults Deserve the Best, second edition (Sarah Flowers, 2010)
 - Risky Business: Taking and Managing Risks in Library Services for Teens (Linda Braun, Jack Martin and Connie Urquhart, 2010)

Trustees

- Competencies
- National Activity Promotions (TRW / TTW)
- Selected Advocacy Tools
- Grant announcements

Teen librarians

- Selected and Notables List
- Webinars
- Toolkits

Rationale:

YALSA's wide variety of services and products can sometimes be intimidating and lead to confusion over the best introductory resources. By providing targeted audience entry points into YALSA resources, YALSA will continue to be a destination location for information, products, and resources for teen services. YALSA webinars are offered this way as well, so the framework is there. These packages are designed to be direct revenue generators for YALSA, as they encourage the audience to purchase materials, publications, etc from the division.

Timeframe:

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