

YALSA Board Meeting
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Topic

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Background

According to YALSA Board Meeting, the need for YALSA publications is growing. YALSA needs to find ways to increase its revenue and to attract more authors to publish with the Division. YALSA needs to find ways to increase its success rate with recruiting YALSA members to publish with the Division instead of elsewhere.

Action Item

Board Meeting

Items to consider:

- What can be done to recruit people to choose YALSA over other publishing options?
 - YALSA would benefit from being more aggressive in recruitment, as it has many competitors, including ALA Editions. While YALSA publishes mainly with ALA Editions, ALA Editions is not mandated to collaborate with the Divisions. Editors from ALA Editions seek out authors to publish books they have an idea for or see a need for. By seeking out the author directly, ALA Editions gets to keep more revenue, as it doesn't have to give the Division 10% royalties.
 - It has not been uncommon in the past or present for active YALSA members to choose to publish with someone other than YALSA. What can YALSA do better to increase its success rate with recruiting YALSA members to publish with the Division instead of elsewhere?
- One possibility to consider is to take a more proactive approach and come up with viable ideas for publications, and then seek out someone to produce the work.
- Can YALSA better leverage its committees to create and produce publications? Is there currently committee work being produced that would lend itself to being turned into a publication?
- Would it be beneficial to conduct a literature review to see what current publications are available in YA librarianship then identify any holes that YALSA could fill with a new publication?
- The ALA online store now has a "pay for download" option. This means that YALSA can create short publications, convert them to PDF files, and sell them online.