

YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Philadelphia  
January 11-16, 2008

**Topic:** Periodicals Survey Results

**Background:** YALSA’s Editorial Advisory Board conducted an online member survey to get feedback about YALSA’s periodicals. The survey was available for four weeks in Sept. – Oct. and 108 complete responses were received. Highlights from the survey are provided below. Complete survey results can be viewed at <http://tinyurl.com/2zuqt8>. The Board may want to discuss how the findings can provide direction to YALSA in the coming two to three years.

**Action Required:** Discussion

---

**Frequency of publications:**

The majority of respondents felt that both publications should be offered quarterly

**Format:**

The vast majority of respondents indicated they prefer to receive information via both print and the web

**Content:**

The kinds of information that respondents indicated were most valuable were:

- Best practices (86%)
- Bibliographies & collection tools (74%)
- Research (59%)

90% of respondents indicated that they would regularly read a periodical that focused on “library relevant teen research.”

**Design:**

54% of respondents rated YALS’ design as above average or excellent, 43% rated it as average and 4% rated it as below average.

37% of respondents rated YAttitudes’ design as above average or excellent, 51% rated it as average and 12% rated it as below average.

**YALS:**

57% of respondents indicated that an annual award recognizing the best article in YALS would be a valuable way of encouraging writing or research in the profession

The most read parts of YALS are the: Teen Perspective, Best Practices and Hot Spot (i.e. featured topic or theme).

The least read parts of YALS are the: School Library Perspective, From the President and the View from ALA.

***YAttitudes:***

The vast majority of respondents indicated they would be more likely to read *YAttitudes* when it's delivered as full text in an email message

The majority of respondents indicated that they spent 5-15 minutes reading *YAttitudes*

**Recommendations from the Editorial Advisory Board:**

The EAB has assessed the results of the YALSA periodicals survey and noted valuable information that will guide the future of the journal and the newsletter. The Chair of EAB will discuss future topics for each gleaned from the survey with the editors at Midwinter (please note that those are not addressed in this report). The EAB also considered the YALSA student survey results in order to make the following observations and recommendations to the board.

**YAttitudes**

Accessibility was a problem cited by many who participated in the survey. We are confident that by having the full content of it delivered via email, more people will read it and

