

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Boston
January 15-19, 2010

Topic: Blog Manager Midwinter Report

Background: The mission of the YALSA Blog is to provide a virtual space for publishing information about time sensitive issues and to provide a forum for members and the library community to discuss matters relating to serving teens through libraries. YALSA's Blog Manager, mk Eagle, has provided a report below. mk took over as Blog Manager in October 2009.

Action Required: Consent

Interim Blog Manager's Report

Since October 1:

-We launched 31 Days of Dollars and Sense on December 1st. This month-long blog project explores the impact of the economy on young adult services with a post each day. Topics range from reducing stress in the workplace to using circulation reports as budget tools. We hope that the series will offer concrete suggestions for struggling librarians while also building community among our members as we all struggle to maintain services in uncertain times. The project has seen good traffic, particularly thanks to a December 9 mention in AL Direct.

-We added 12 new authors to the blog. The surge in recruitment is thanks to a segment in YAttitudes and direct efforts by the interim blog manager. New bloggers have jumped right in to participating in 31 Days of Dollars and Sense, and a post on Twilight and abusive relationships by new blogger L. Lee Butler became the most viewed YALSA post of all time in less than a week (with 3,657 page views as of this writing).

-We have been nominated for an Edublog Award in the category of Best Group Blog. To highlight the nomination we published a quick post about the nomination and the awards and will be adding the nomination badge to our various web presences.

-Podcasts remain a priority for the blog. Kelly Czarnecki and Matthew Moffett have both been instrumental in maintaining the momentum of our podcasts. Look for two recently recorded interviews to be published to the blog in the coming month.

-Liz Burns will be posting interviews with Morris Award shortlist authors, two per month in time to post the last before the award is announced at Midwinter.

-Interim blog manager mk Eagle will be attending YALSA 201 at Midwinter to speak about the

new bloggers and discuss the future of the blog. I hope to work with regular bloggers and session coordinators to live-blog portions of Midwinter of interest to our readers.

Statistics snapshot:

Page views:

October:	14,237	Oct. 08:	13,960
November:	13,386	Nov. 08:	12,749
December 1-14:	7,380	Dec. 08:	12,222

Top referrers this quarter:

Twitter	1,354
YALSA news & events	957
Teen Read Week 2009	658
Google reader	359
Facebook	296

How they found us this quarter (top search terms):

yalsa blog	740
itouch apps	524
yalsa	284
best itouch apps	217
bunny suicides	137