

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

**Topic:** Research Journal Name

**Background:** As outlined in YALSA’s strategic plan, YALSA will launch an online research journal in 2010. It is necessary to determine a name for the new journal so that branding and marketing efforts can begin. In December Linda Braun consulted with Jessica Moyer, the journal editor, and Renee McGrath, the chair of the advisory board as well as staff and came up with the name provided below.

**Action Required:** Consent

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**Proposal:**

Name the new journal the: *Journal of Research on Libraries and Young Adults*.

**Rationale:**

The title conveys that the message that the journal isn't just about YA services or YA librarianship, but about research of interest to librarians who serve young adults.

The title includes the word ‘research’ to drive home the point that this will be a scholarly publication.

The title is straightforward and distinguished-sounding.

The title isn’t in current use by other organizations or publications.

**Proposed Action:**

The Board vote to adopt *Journal of Research on Libraries and Young Adults* as the official name of YALSA’s new online research journal and direct YALSA’s Executive Director to work with appropriate staff on branding and marketing the new journal.

**Additional Resources:**

“2009 Association Publishing Survey” (Folio, Oct. 2009)

[www.foliomag.com/2009/2009-association-publishing-survey](http://www.foliomag.com/2009/2009-association-publishing-survey)

“Guideposts for Going Digital,”(Snap in Touch, Dec. 2009)

[www.associationmediaandpublishing.org/public/articles/details.cfm?id=1026](http://www.associationmediaandpublishing.org/public/articles/details.cfm?id=1026)

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