

**YALSA Board of Directors
2021 ALA Annual Conference, Virtual
June 26, 2021**

Topic: Teen Programming HQ Advisory Board

Background: As a result of a board discussion from a previous Board Discussion Doc [Teen Programming HQ](#) (no item number listed), the Board directs the President to establish a Teen Programming HQ Advisory Board.

Action Required: Action

Proposal:

[The Hub Advisory Board description was used for reference in creating the Teen Programming HQ Advisory Board description]

The YALSA Board of Directors directs the President to create a YALSA Teen Programming HQ Advisory Board to be filled and begin work July 1, 2021.

Charge: The Teen Programming HQ Advisory Board participates in the development and maintenance of the Teen Programming HQ website and database and follows the guidelines for the site as set out by the YALSA Board of Directors. The Advisory Board also serves in an advisory capacity to the Member Manager of the site and assists with the collection of content for the site,; generates ideas for content; works on getting YALSA members, library staff, and Teen Programming HQ site users input and feedback; facilitates marketing and PR as needed; and writes for the site as needed. Term: July 1, through June 30

Qualifications: Those interested in serving on this advisory board should have:

- Current membership in YALSA
- In order to accomplish work in a virtual environment taskforce members must be competent users of web tools, including but not limited to social media, chats, virtual meeting environments, and ALA Connect.
- Strong writing skills
- Knowledge of teen programming and outreach
- Ability to network with individuals in order to identify and recruit bloggers
- Be a competent user of web tools for generating and sharing content

Size: 7 virtual members including Member Manager and two members from the previous year. The first year all members will be new members.

Term: July 1, through June 30

From the Board Discussion:

Initial Teen Programming HQ Advisory Board work should focus on evaluating the Teen Programming HQ survey results and working with the Teen Programming HQ Member Manager, Megan Camero, to implement any changes or improvements the survey results might reveal. Additionally, the Advisory Board and Manager should consider: How library staff sees community engagement fit into Teen Programming HQ and Do you think this is something that could be marketed as a short-term volunteer opportunity for members? Example: In January put out a call for a few members to work together to create Halloween or TeenTober programming that covers active, passive, and academic programming options? They'd have just a few months commitment but get some of the networking and volunteer experiences they've indicated they want.

Rationale:

As a result of the board discuss from April 2021, it was determined that the Teen Programming HQ Member Manager needs an Advisory Board to support their work.

Financial Implications:

Staff and Board time to find volunteers and onboard volunteers and the member manager to working in this new model: A member manager and an advisory board for the Teen Programming HQ Site.

Evaluation/Measuring Impact:

The evaluation and measuring impact should focus on seeing improved membership engagement with and awareness of the Teen Programming HQ site, increased program submissions, and improved workflows for the volunteers that are managing the Teen Programming HQ site once the Advisory Board has been formed and running for at least 6 months and at the most one year.

Alignment to Equity, Diversity and Inclusion Goals:

This work aligns with the following EDI goals:

1. Audit existing YALSA activities to create a more inclusive, equitable, and welcoming organizational environment
2. Recruit, retain, and develop a more diverse membership
3. Align our policies and practices with our EDI vision
4. Ensure that YALSA members know how to develop inclusive and equitable library services and programs

Proposed Board Action:

Develop a Teen Programming HQ Advisory Board

Additional Information:

See previous Board Discussion document entitled: [Teen Programming HQ](#) (no item number)
YALSA Teen Programming HQ site: <http://hq.yalsa.net/index.html>