

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Philadelphia  
January 24 – 28, 2020**

**Topic:** YALSAblog Manager Midwinter Report

**Background:** The mission of the YALSAblog (<http://yalsa.ala.org/blog/>) is to provide a virtual space for publishing timely information about emerging and new practices for library services for and with teens, to explore practices in related fields relevant to teen services, to raise awareness about appropriate YALSA tools to facilitate innovation in teen services, and to provide resources for members and the library community to support their efforts to continuously improve their overall teen services program. Tess Wilson, has provided a report below.

**Action Required:** Consent

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**Overview**

YALSAblog continues to align its content areas with *The Future of Service for and with Teens: A Call to Action*, as well as share companion pieces to YALS articles. Bloggers continue to cover YouthTruth reports and other relevant research surveys to relate them to library services. Three new regular bloggers have been recruited and bring fresh voices to the blog while covering necessary topics like accessibility and links between school and public libraries. Long-term bloggers have continued covering topics from *The Future of Service for and with Teens: A Call to Action* and the new competencies.

To serve as advisor to the co-chairs of the Advisory Board, the editor of YALS and the YALSAblog Member Manager, on the overall content of the journal and blog. To take an active role in determining content for both publications and an annual editorial calendar that identifies timely topics as well as authors for articles and blog posts. To create messages and content to promote the blog and the journal and to cross-populate each to highlight the content and focus of each publication. To work to ensure that key YALSA guidelines, resources, initiatives, etc. are integrated into the blog and the journal. To assist with the search process for a new editor or member manager, when appropriate.

Together with the new YALS Editor, we have come up with themes for the next year of YALS issues, and have contributed to a document detailing the process for future boards/editorial staff. We have also started to introduce recurring blog post requests, including #OwnVoices posts. Regarding upcoming YALS themes, we are especially excited about the possibility of including teen perspectives in upcoming issues.

What topics in the Organizational Plan were addressed?

- Leading the Transformation of Teen Services
- Equity, Diversity, and Inclusion

Which strategies were used for the above action areas?

- PR/Promotion (blog post, YALS article, e-news item, etc)
- Resource Development (toolkit, wiki page, etc)

We have determined that the monthly calls for posts should include not only the upcoming month's holidays and proposed themes, but the next two months'. Tess has expressed interest in serving as YALSAblog Member Manager for another term, and will reach out to all current bloggers to ask if they are still interested in contributing. We will continue to meet with the new YALS Editor and reach out to potential journal contributors.

Together with our Staff Liaison, we will publish calls for YALS authors and will continue to share statistics from the YALSAblog

Rate your group's effectiveness over the past three months.: 2

Our only hold-up was the process of hiring a YALS Editor. We hesitated to move forward with any concrete YALS plans without the Editor in place.

Were you able to touch base with your board liaison since your last report?

#### YALSAblog

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
11,524	11,888	12,574	10,427	8,935	8,161	10,486	11,703	10,185	11,304	8,899	6,506	122,59

#### The Hub

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
42,250	41,315	40,302	34,552	33,764	29,010	29,970	30,693	40,917	40,563	35,819	32,794	431,949