

YALSA Board of Directors Meeting  
ALA Annual Conference, Dallas  
January 20 - 24, 2012

**Topic:** YALSAblog Manager Midwinter Report

**Background:** The mission of the YALSAblog 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. The YALSAblog Manager, mk Eagle, has provided a report below.

**Action Required:** Consent

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Since Annual 2011:

-As of this writing, we've added 203 new posts since July 1<sup>st</sup>. These include posts for 30 Days of How-To, our first month-long project with a theme entirely chosen by readers.

-The Board approved the creation of an advisory board for the blog, chaired by current blog manager mk Eagle. The advisory board has identified inactive bloggers for removal from regular emails and current author status (these bloggers have been changed to contributors, meaning they can no longer post without approval) and has begun the process of standardizing and streamlining categories and tags. In the coming months the advisory board will also establish monthly themes for the blog and develop how-to screencasts for the bloggers.

-Podcast manager Matt Moffett has proposed adopting Soundcloud as a way to make podcasts more interactive. The blog advisory board is currently testing a demo Matt created to evaluate its appeal and ease of use for readers, and we expect to roll out this new format in the new year.

-Blog manager mk Eagle will be participating in YALSA 201 at Midwinter. A blog meetup will take place during the YALSA work session. The blog will also be live-blogging YALSA's pre-conference and the 2012 Youth Media Awards.

-We'll have another month-long project in February or March as a way to combat the typical dip in readership following Midwinter.

Statistics snapshot:

**Page views:**

June:	9,580	8,368	Jul. 10:	12,0
	August:	10,339	Aug. 10:	8,62
	September:	12,734	Sept. 10:	10,4
	October:	12,085	May 09:	11,0

**YALSA Board of Directors – Midwinter 2012**

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November:

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