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The overall goal of evaluating a strategic plan is to determine how well it has been implemented (including, who, what, when, where, and how activities were accomplished). The process should include two phases:

1. Ongoing monitoring of trends that may be impacting the progress, or lack of progress, towards goals. This will include identifying individual goals and objectives that are progressing well according to the plan, and those that are falling short, and suggesting any actions or adjustments that may be needed for the plan to succeed.
2. A final evaluation after the plan is concluded to determine overall success and impact.

Who is responsible for reporting, gathering, and evaluating data

How data is collected

What data needs to be collected

What did we do (i.e. performance)? How well did the plan perform? Which goals and objectives were met? What actions were successfully implemented?

How well did we do (i.e. quality)? Were the goals and objectives relevant to the ongoing needs of YALSA? Was it adaptable in the face of change?

Did it matter (i.e. impact)? Did the plan meet the needs of YALSA as an organization and its members? What was the measurable impact upon members and the field of librarianship for teens?

In order to provide an informed and effective evaluation, the Strategic Planning Committee and the Board should undergo training in evaluating the strategic plan.

The committee should gather data on an ongoing basis by compiling activities and outcomes from quarterly reports, board documents, board meeting minutes, and the Action Plan.

As part of the chair transition after Midwinter and Annual conferences, the committee should contact outgoing chairs to provide qualitative feedback on their committee's accomplishments as they relate to the strategic plan. This can be done through a brief Google form or SurveyMonkey survey.

The committee will complete a report organized by goal area outlining the ongoing and completed accomplishments within each area including feedback from committee chairs. The report should summarize the progress on objectives and provide a profile of challenges and successes. This report will be presented to the Board biannually, in March and September.

Direct the President to task the Strategic Planning Committee to develop the necessary instruments and gather and report data related to the progress and success of the Strategic Plan.

- Basics of Monitoring, Evaluating and Deviating from the Strategic Plan  
<http://managementhelp.org/strategicplanning/implementing-plan.htm>
- The Nonprofit's Role in Mission, Planning, and Evaluation