YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
July 9-15, 2009

Topic: **Action Plan Update for Strategic Plan**

Background: **YALSA's Board approved an updated Strategic Plan in June 2008. The Action Plan, which provides the details regarding implementation, is provided below.**

Action Required: **Information**

3-5 Year Planning Horizon

~ Outcome-Oriented Goals, Objectives,

and Strategies ~

The following thinking represents goal areas for the next three to five years. They are areas in which YALSA will explicitly state the conditions or attributes it wants to achieve. These outcome statements define "what will constitute future success." The achievement of each goal will move the organization toward realization of its vision. The goal areas are not in priority order.

Objectives and Strategies provide direction and actions on how the association will accomplish its articulated goals. Objectives are considered in the 3-5 year planning horizon while Strategies are considered within the 1-3 year planning horizon. Strategies are reviewed annually by the YALSA leadership.

Prioritization Key:
(H) = To be started in this fiscal year.
(M) = To be started, if possible, in next fiscal year.
(L) = To be started in a subsequent fiscal year.

Goals, Objectives and Strategies

Goal Area 1: Advocacy

Teen services within all libraries is highly valued as a result of YALSA's advocacy initiatives.

Objective (1): Increase the ability of YALSA members and library workers to advocate for teen library services.

Goal Area 3: Research

YALSA is a recognized source for access to targeted research benefiting members and the library community.

Objective (1): Increase member access to existing research relevant to library services to teens.

Strategies:

a) Locate and disseminate existing research. (M)
b) Identify opportunities to communicate existing research to members and the library community. (M)

Objective (2): Increase opportunities for members, academics and library professionals to direct original research that fills gaps in teen library services.

Strategies:

a) Inform members of research opportunities. (M)
b) Identify organizations producing relevant research. (H)

Objective (3): Influence appropriate external research-focused organizations to increase inclusion of library services to teens in their research agendas.

Strategies:

a) Develop relationships with relevant organizations to raise awareness of the need to include libraries in their research agendas as appropriate. (M)
b) Create and implement a plan to promote opportunities to produce and publish research directed at teen services to library schools and academics. (L)

Goal Area 4: Continuous Learning

YALSA's continuous learning opportunities are offered in various levels and formats; are utilized by all members; and available to others.

Objective (1): Increase participation in online educational opportunities.

Strategies:

a) Use member input and trends to drive topics for education programs. (H)
b) Create and implement marketing strategy to promote online educational opportunities. (M)
c) Create opportunities to support members with financial need to participate. (M)

Objective (2): Increase regional training opportunities.

Strategies:

a) Identify viable markets for training. (H)
b) Evaluate current regional training portfolio. (H)
c) Create and implement an action strategy based on the outcome of the evaluation. (M)
d) Develop a marketing strategy to create additional promotion of training opportunities. (M)

Goal Area 5: Member Recruitment and Engagement

grad students to develop logo & identity; failing acceptance YALSA staff will create				
Apply brand to existing marketing materials	Communications Specialist	Fall 09	Staff time	Not yet undertaken
Explore the feasibility of selling branded products via Cafépress.com	YALSA staff	2009	Staff time	Not yet undertaken

STRATEGY 2-A: promote YALSA's products and services to members and the library community in diverse formats. (M)

TACTIC	**WHO**	**WHEN**	**RESOURCES**	***STATUS***
Create award materials with appropriate vendor	YALSA Communications Specialist	After each Midwinter	Staff time and funds to print bookmarks	Ongoing: Stevie made downloadable bookmarks for each of the 09 literary awards.
Disseminate materials	YALSA Communications Specialist	After each Midwinter	Funds for shipping bookmarks	Ongoing: Stevie made downloadable bookmarks for each of the literary awards. They're posted on the website and went out via the Feb. 09 Yattitudes
Create simple template of current award winners for free downloading (with logo)	YALSA Communications Specialist	After each Midwinter	Staff time	Not yet undertaken as of 6/09
YALSA logo on all presentations offered on behalf of YALSA at state and local levels	All presenters, working with YALSA staff	ongoing	Staff & member time	Ongoing: created canned presentations for the 09 Road Trip w/ logos
Encourage inclusiveness of YALSA in all	YALSA Communications Specialist	ongoing	Staff time	Ongoing

communications related to awards				
Explore the feasibility of establishing a member group specifically to support the marketing of awards and list	YALSA Board	2009	Member time	Not yet undertaken

STRATEGY 3-A: Assess members' knowledge and use of YALSA services. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create survey to assess knowledge	Division & Membership Committee	Summer 2009, for fall 2009 implementation	Member and staff time	Committee needs to be informed of task Me9Bh Me9Bhar fall 2009 STRAT

STRATEGY 1-A: Launch research journal. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Conduct Member Editor search	YALSA Executive Committee & Advisory Board Chair	Summer 09	Staff time to market Member Editor position & create web space	Advisory Board has been appointed, working on posting Member Editor position
Put out a call for papers	Editor, Advisory board and Communications Specialist	Fall 09	Member and staff time, possible ad purchase	Not yet undertaken
Design web space for journal	Communications Specialist	Fall 2009	Staff time	Not yet undertaken
Market the journal	Communications Specialist	Once web site is live	Staff time, possible ad purchase	Not yet undertaken

STRATEGY 1-B: market new and existing research resources and opportunities. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Market research related resources at the state and regional level	Membership Coordinator via the Road Trip	As meetings occur	Staff time and funds for photocopying & shipping materials from Membership & Retention budget (project #5604)	Ongoing
Talk with appropriate organizations, such as ALISE, about promoting research resources w/ their membership	Research Committee	Summer/Fall 2009 (need to complete before the ALISE conference in Jan.)	Member time	Need to assign this to the committee
Market the updated list of annotated research from the Research Committee	YALSA Communications Specialist	Summer and fall of 2009	Staff time	In progress
Use web 2.0 tools to market and disseminate research and	YALSA Communications Specialist, Blog Manager,	Ongoing	Member and staff time	Need to assign this to the Research Committee

YALSA related resources	Research Committee			

STRATEGY 2-A: Launch research journal. (H)

TACTIC	**WHO**	**WHEN**	**RESOURCES**	**STATUS**
Conduct Member Editor search	YALSA Executive Committee & Advisory Board Chair	Summer 09		

from organizations like IMLS				

STRATEGY 3-A: Establish a relationship with

membership				

Develop a plan to reach groups that are underrepresented in YALSA's membership	Program Coordinator for Membership and Division & Membership Promotion Committee	Fall 2010	Staff time, possible funds for mailings incl. list rentals	Not yet undertaken

STRATEGY 1-B: increase YALSA's presence in library schools. (L)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Implement a round of the YALSA Road Trip to library schools	Member group, such as a taskforce	2011	Member and staff time, cost of photocopying & shipping	Not yet undertaken

STRATEGY 2-A: Incorporate member feedback in TACTIC WHO WHEN RESOURCES STATUS hfgularj-0.008 Tc 0.001 shievaluat