

**YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
January 24 - 28, 2011**

Topic: Action Plan Review & Update

Background: YALSA's Board approved a strategic plan in June 2008, which began implementation that September. An updated Action Plan is provided below, which provides information about specific strategies and activities taken towards accomplishing the goals laid out in the strategic plan.

Action Required: Information

Action Plan for Strategy Implementation

campaign to support advocacy efforts	Advancement Committee (FAC)	time	<p>\$10 in ‘10’ that will support costs related to Library Advocacy Day & District Days (see below)</p> <p>In 2011 FAC created a Printz calendar, which will sell for \$15 and all proceeds will go to FOY. They also held a “Not-So-Silent Auction at Midwinter 2011, which took in about \$3,800</p>
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STRATEGY 1-C: create and refine updated talking points for members to use when advocating for quality teen services (L)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Review existing talking points	Communications Specialist	Feb09	Staff time	Completed: Communications Specialist reviewed talking points & made updates as needed.
Create flier for YA and secondary school librarians to distribute to VIPs and stakeholders that outlines the importance of library service to teens	Communications Specialist & Executive Director	May 2010	Staff time and printing costs (FOY funds)	Completed May 2010

STRATEGY 2-A: develop and disseminate materials for members and library workers to use to articulate ROI. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Identify effective materials to use with public	Advocacy Task Force	Throughout 2009	Member time	Discussed content to compile and share on the wiki page at Annual 09
Create & disseminate white papers	Various member leaders	Ongoing	Member time	Ongoing. Board adopted two white papers in 2008 and another two in 2009
Update the Competencies for Libraries Serving Youth document, then disseminate	Taskforce	Fall 2009	Member time	Completed: Board adopted updated version January 2010. Put online Feb. 2010, did webinar in April 2010. Sent info to SLIS May 2010.
Create flier for YA and secondary school librarians to distribute to VIPs and stakeholders that outlines the importance of library service to teens	Communications Specialist & Executive Director	May 2010	Staff time and printing costs (FOY funds)	Completed May 2010
Create and post advocacy focused content for the	Advocacy Taskforce &	Ongoing	Member time	Ongoing

YALSA blog	Legislation Committee			
Establish taskforce to update the 2008 toolkit and create and market supplementary materials, such as a canned presentation on the benefits of strong YA services for administrators and trustees	President & Board	2010	Member time	Taskforce assembled in August 2010. First draft submitted and a final draft is in progress.

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			for hotel stay	hosted a YALSA happy hour in Jan. 2010
Send a letter and white paper on importance of YA in SLIS to deans of library schools	YALSA President, w/ support from YALSA staff	Spring 2010	Cost of mailing	Completed: mailing went out Friday May 21 st . This was followed up in Aug. by a mailing to all state library agency directors

Objective (2): Improve member and library community knowledge of YALSA products and services. Strategy:

- a) promote YALSA’s products and services to members and the library community in diverse formats. (M)

Objective (3): Increase member and library worker utilization of products and services. Strategies:

- a) assess members’ knowledge and use of YALSA services. (H)
- b) evaluate assessment findings and develop and implement action plan based on the findings. (M)

STRATEGY 1-A: develop and use a brand identity for YALSA’s literary and media awards and lists. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Apply for pro-bono work from appropriate organizations like Tap Root, Net Impact & Northwestern University for grad students to develop logo & identity; failing acceptance YALSA staff will create	Executive Director	Summer 09	Staff time	Application submitted to Northwestern (2009) & Taproot (2010), but rejected. Application to Net Impact accepted and project completion was June 2010. Final Net Impact report was passed on to Board sub-committee on Board role in partn1.47672(n)07675(n)0.94011.47672(n)i

current branding efforts (incl. taglines, boilerplates, etc.) and make adjustments as needed to ensure they're current and impactful				
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STRATEGY 2-A: promote YALSA's products and services to members and the library community in diverse formats. (M)

TACTIC WHO WHEN RESOURCES STATUS

that's searchable and organized by genre			professional	
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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	Survey created. Was disseminated to members via Nov. 09 <i>YAttitudes</i> . Results are at http://tinyurl.com/ybwu8nh

STRATEGY 3-B: evaluate assessment findings and develop and implement action plan based on the findings. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Evaluate survey and submit recommendations to Board	Division & Membership Committee	Winter 2010	Member time	DMP Committee submitted recommendations in spring 2010.

Goal Area 3: Research

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

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

- a) Establish a relationship with appropriate organizations. (M)

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

TACTIC	WHO	WHEN	RESOURCES	STATUS
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STRATEGY 1-A: market CE opportunities to new and/or underserved groups. (M)

Develop marketing strategy for YALSA offerings both face-to-face and online	Program Officer for CE & Communications Specialist	Completed by Annual 10	Staff time	Ongoing. Integrating ads into free resources, such as blogs and listservs
Implement new marketing plan for courses, webinars, etc.	Communications Specialist	Following Annual 10	Staff time, possible ad space purchase	Ongoing. Sending out a postcard in June 2011 to 1,000 non-ALA/YALSA individuals in the library and/or YA lit field which features e-learning opportunities and publications

STRATEGY 2-A: Evaluate the existing CE offerings and implement a plan for unifying the offerings into one portfolio as well as integrating new offerings into the portfolio. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Develop a plan for framework for one year's continuing education offerings including online classes and institutes that includes on-going evaluation of offerings	Program Officer for CE w/ input from Executive Director	Spring 2010	Staff time	ongoing

STRATEGY 3-A: Create how-to guides and other training resources for members. (L)

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Create and distribute
additional materials about

Revisit the procedure for seeking and evaluating conference program proposals to ensure more timely programs and to increase member participation.	Program Officer for Conferences & Events	2011	Staff time	Completed. Board approved revised plan at Midwinter 2011 and the new RFP went out in spring 2011. Members will get to vote for their favorite proposals in July and the final slate for 2012 Annual will be announced in Aug.
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Goal Area 5: Member Recruitment & Engagement

YALSA continues to grow as a result of a high level of member involvement, engagement and satisfaction.

Objective (1): Increase YALSA’s membership.

- a) Identify and recruit targeted member prospects. (H)
- b) Increase YALSA’s presence in library schools. (L)

Objective (2): Find appropriate ways to engage existing members.

- a) Incorporate member feedback into the decision making process. (M)
- b) Increase opportunities for member participation, especially virtually. (H)
- c) Enhance social opportunities for members. (M)

Objective (3): Implement efforts to ensure member retention.

- a) Increase satisfaction and loyalty among members.
- b) Assist members who have been negatively impacted by the recession.
- c) Ensure value of membership is well articulated and understood by members.

STRATEGY 1-A: identify and recruit targeted member prospects. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Identify potential members from ALA affiliates and round tables	Program			

Committees to all virtual groups				
Promote Interest & Discussion Groups as opportunities for virtual engagement	Communications Specialist, member leaders	Ongoing	Member and staff time	Ongoing
Seek out alternative ways to engage members virtually, such as via the ALA Connect Opportunities Exchange	President, member leaders	Ongoing	Member and staff time	Ongoing. YALSA launched Readers' Choice list in Feb. 2011
Implement regular online chats and brand as "First Wednesdays with YALSA."	Communications Specialist, President, and Division & Membership Promotion Committee	Begin in summer 2009	Staff and member time	Ongoing. DMP Committee has been asked to help market this effort. First Wednesdays didn't catch on. Since spring 2011 YALSA's Program Officer for CE has been implementing monthly chats via YALSA's discussion board in ALA Connect

Implement a web site

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Explore sponsorship opportunities for additional social opportunities	Executive Director	ongoing	Staff time	Ongoing
Gather member feedback to determine direction for future social opportunities, both face to face & virtual	Program Officer for Conferences & Events	2010	Staff time	In progress. Survey went live in Aug.
Implement regular online chats and brand as “First Wednesdays with YALSA.” Build in a face-to-face component where members are encouraged to gather to participate in the e-chats then have a social event.	Program Officer for CE, member leaders and Division & Membership Promotion Committee	Begun in summer 2009	Staff and member time	First Wed. didn’t catch on. In spring 2011 YALSA’s Program Officer for CE began organizing monthly chats via the discussion board in YALSA’s space in ALA Connect
Create more social opportunities at Annual	Program Officer for Conferences, member groups as appropriate	Ongoing	Member and staff time	Ongoing. Added a speed social networking event for the 2011 conference
Based on survey, evaluate success of current social opportunities in terms of recruitment and engagement impact & make recommendations to the Board for	Division & membership committee	Submit recommendation to the Board for Annual 2010	Member time	In progress

enhancements				
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STRATEGY 3-A: Increase satisfaction and loyalty among members.

TACTIC	WHO	WHEN	RESOURCES	STATUS
Implement 'personal touch' efforts	Program Coordinator for Membership and Division & Membership Promotion Committee	2009 forward	Member and staff time, cost of mailings	Ongoing. In 2009 implemented Friends of YALSA quarterly e-newsletter. In 2010 began sending anniversary cards to members who reached a milestone with the membership. In 2010 began sending birthday cards to Past Presidents.

STRATEGY 3-B: Assist members who have been negatively impacted by the recession.

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create Recession Relief Taskforce to develop and disseminate materials to support members	President & Board	2010	Member and staff time	Taskforce appointed in May 2010; work completed by Dec. 2010
Compile and share existing YALSA resources that can be helpful to members dealing with recession related issues	President & staff	2010	Member and staff time	Completed April 2010 and disseminated via a message to the membership for National Library Workers' Day. Resources are at http://tinyurl.com/YALSAhelp

STRATEGY 3-C: Ensure value of membership is well articulated and understood by members.

TACTIC	WHO	WHEN	RESOURCES	STATUS
Update member recruitment information on the YALSA web site	Communications Specialist & Program Coordinator	2010	staff time	Completed March 2010

