

YALSA Board of Directors Meeting  
Via Conference Call  
December 9, 2011

Topic: Strategic Plan Adoption

Background: After a call for public comment period and a review of the draft strategic plan by the board, the Strategic Planning Committee submitted a final draft of the 2012 – 2014 plan to the board for adoption. The board discussed the issue in mid-October via its virtual work space and voted to approve the plan. Including the item as a part of this meeting simply ensures it will be entered into the official record of the association.

Action Required: Consent

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Proposal: adopt the 2012-2014 strategic plan as presented by the Strategic Planning Committee

Rationale:

- x The call for public comments for the plan has been completed, and member f

Objective 1a: Create, update, and market resources for members and the library community that support advocacy and activism, including training, guides, and event planning.

Objective 1b: Provide and market opportunities for members and others to become activists in support of teen and young adult services.

Objective 1c: Design and implement activities and initiatives intended to inform, engage and influence policy makers and public officials to sustain and expand library services and resources for teens and young adults.

Objective 1d: Engage and partner with higher education library and information science programs to develop and/or expand their offerings related to teen and young adult services, including a focus on preparing librarians to complement YALSA's Competencies for Librarians Serving Youth.

Objective 1e: Establish strategic partnerships with targeted organizations whose mission and goals are similar to YALSA's in order to increase reach and impact.

## Goal 2: Research and Documentation of Best Practice

YALSA is the recognized source for access to targeted research and best practices relating to teen and young adult library services.

Objective 2a: Identify, compile, and disseminate to YALSA members and others existing research and best practices that is relevant to delivering library programs and services for and with teens and young adults

Objective 2b: Identify and partner with researchers and research organizations to create and publicize opportunities for YALSA members and others to participate in relevant research projects especially those that support YALSA's Research Agenda.

Objective 2c: Advocate with researchers and research organizations in order to increase the amount of relevant research being done in the field of teen and young adult librarianship.

Objective 2d: Create and market opportunities for members and others to share best practices related to key areas of concern for librarians and library workers who serve teens and young adults.

Objective 2e: Lead a national discussion with key stakeholders about the current state of teen services in order to yield information regarding potential directions the field needs to take to meet the needs of teens and young adults

### Goal 3: Continuous Learning and Professional Development

YALSA members and those in the library community who work for and with teens and young adults have the knowledge and skills they need to effectively serve them.

Objective 3a: Continue offering and publicizing high quality face-to-face and virtual training opportunities for members and others that are focused on best practices and emerging trends in teen and young adult library services

Objective 3b: Develop, disseminate and market curriculum materials based on YALSA guidelines and competencies that trainers can use at the regional, state and local levels.

Objective 3c: Seek out and implement new methods of delivering continuing education, including CE that focuses on YALSA's Competencies for Librarians Serving Youth

### Goal 4: Member Recruitment and Engagement

YALSA is a stronger organization because of increased member engagement in the mission and work of the organization, and because more individuals in the library community see the value

Objective 5b: Build the capacity of the YALSA Board of Directors to effectively support YALSA's mission and goals through recruitment, training, identifying and clarifying roles within the Board and establishing a Board committee structure.

Objective 5c: Expand and diversify YALSA's revenue base in order to fully support YALSA's priority activities and initiatives.

Objective 5d: Create and implement a branding strategy for YALSA in order to be better positioned to attract new members, partners, sponsors and funders and to increase awareness of YALSA among the general public.

—adopted by the YALSA Board of Directors on October 17, 2011