

x Objective: results that combine to achieve a goal

x Strategy: a plan to achieve an objective

The board discussed the issue in early November via its virtual work space and voted to approve the modifications of 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

Proposal: Modify the wording of the strategic plan so that the objectives and strategies are more clearly delineated.

Rationale:

- x The plan will be a key guiding document for the next three years, so it is important that the language in it is clear.

Proposed Action: the Board agrees to adopt the modified version of the strategic plan, as presented by the Executive Committee.

YALSA 2012 – 2014 Strategic Plan

Mission Statement

The Young Adult Library Services Association (YALSA) is a national association of librarians, library workers and advocates whose mission is to expand and strengthen library services for teens aged 12-18. Through its member-driven advocacy, research, and professional development initiatives, YALSA builds the capacity of libraries and librarians to engage, serve and empower teens.

Goals, Objectives & Strategies

Goal 1: Advocacy and Activism

Teen and young adult library

Strategy: Develop methods to help members and others promote their qualifications.

Strategy: Educate and engage with appropriate library administrative organizations and stakeholders as to the value of YALSA's portfolio of CE to teen and young adult services professionals and workers.

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

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Strategy: Continue to control expenses.

Objective 5d: YALSA's brand attracts new members, partners, sponsors, and funders.

Strategy: Create and implement a branding strategy for YALSA.

-- Revised and approved by YALSA's Board of Directors, 11/10/11