Via Conference Call December 9 2011

Topic: Strategic Plan Revision

Background: When the Executive Committee met in Chicago to start creating an

action plan for the Strategic Plan, they group ealized that the objectives as approved by the boardwere actually written more as strategies, that is, as plans to achieve objectives. Therefore, the Executive Committeerewrote many of the objectives to make them results orientated, and then use the language from the original objectives to create the strategies The definitions used by the

Executive Committee are:

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 stretgic 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 1218. Through its memberdriven advocacy, research, and professional development initiatives, YALSA builds the capacity of libraries and librarians to engage, serve and empowerens.

Goals, Objectives & Strategies

Goal 1: Advocacy and Activism

Teen and young adult library

YALSA Board of Directors – December2011

Topic: Strategic Plan Revision

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