

YALSA Board of Directors – February 08

Topic: Teens' Top Ten Merge with CBC

Millions of children nationwide will vote on the Children's Choice Book Awards. Voting will occur online at www.bookweekonline.com. Kids will vote anonymously as individuals. However, teachers, librarians, and bookp0c4lrs,will vls

We look forward to discussing working together with YALSA on this exciting project. As mentioned earlier, we need to begin requesting submissions for this program in April. In order to give us time to create an alternative, we need a definitive answer from YALSA by the end of February.

Additional Information:

According to Association Forum (an association for associations that provides resources and professional development for association leaders), there are 10 reasons not to enter into a strategic alliance:

1. The alliance does not add value to your organization
2. Your partner is not willing to enter into some form of a contract
3. You or your partner is not prepared to do what needs to be done to ensure a successful outcome such as careful planning, reorganization, re-engineering
4. Your organizational cultures are so different that you can not seem to come together
5. Your by-laws prohibit it, or your membership will not support it
6. The due diligence process turns up an issue, such as:
 - a. A conflict of interest is identified
 - b. The combined cash flows of the new organization will not support required programming
 - c. The alliance will significantly impact your financial health
 - d. your organization will have to assume liabilities you are not prepared to handle

Recommendation from the Executive Director:

Based on my conversations with Michelle Bayuk, Marketing Manager for the CBC, and Robin Adelson, Executive Director of the CBC, I recommend to the Board that YALSA not enter into an alliance with the CBC regarding the Teens' Top Ten and the Teen's Choice Award. Based on the list of ten reasons above, I have concerns about the following:

- #1 no added value: neither the Marketing Manager nor the Executive Director were able to articulate to me the benefits to YALSA that this alliance would bring. It seemed that their interest in YALSA is because our organization already has a system in place for delivering ARCs to teens and receiving feedback from them. Having YALSA continue this work, but using it as an easy way to facilitate their own award seemed to be their primary interest in YALSA.
- #3 partner not prepared: neither the Marketing Manager nor the Executive Director were open to requests or suggestions from YALSA. The proposal given above appeared to be non-negotiable. Additionally, it is unclear what extra responsibilities YALSA staff would have to take on, and at this time existing staff do not have the time or resources to take on a significant new project.
- #4 different organizational cultures: the CBC is a professional trade organization made up of publishers whose primary goal is to sell more books, while YALSA is a volunteer member organization made up of library workers whose main goal is to ensure that the young people in their community have access to excellent library services and resources to support their personal and work lives.
- #6a: conflict of interest: there is a possible conflict of interest in regards to cant ai()Tj20.0of t5(t of)4(in