

Status as of December 21, 2010

Tactic: describe specific action to be taken

Who: name specific individuals and/or member groups

When: give a desired completion date

Resources: estimate any possible funding that might be needed and/or list any necessary resources

Status: after implementation begins on the Action Plan, periodically review the plan and provide updates on the progress here

Goal Area 1: Advocacy

Teen services within all libraries are highly valued as a result of YALSA's advocacy initiatives.

Objective (1): Increase the ability of YALSA members and library workers to advocate for teen library services. Strategies:

- a) Disseminate advocacy toolkit. (H)
- b) Train members to be advocates for teen services. (M)
- c) Create and refine updated talking points for members to use when advocating for quality teen services. (L)

Objective (2): Increase the community's understanding of the benefits of a strong teen library services program. Strategy:

- a) Develop and disseminate materials for members and library workers to use to articulate ROI.

Objective (3): Increase library institution support for teen library services. Strategies:

- a) Communicate to library schools the need for updated and expanded course offerings on young adult services.
- b) Communicate to state and regional library organizations the need for expanded library services within individual libraries and library systems.

Objective (4): Increase YALSA's ability to influence library decision makers. Strategy:

- a) Develop relationships with appropriate organizations to reach library decision makers in an effort to raise awareness of YALSA and its mission.

YALSA Board of Directors – Midwinter 2011
Topic: Action Plan Review & Update
Item #25

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 YALSA blog	Advocacy Taskforce & Legislation Committee	Ongoing	Member time	Ongoing
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.
Encourage the out-going Advocacy Taskforce to	President	2010	Member time	Chair was encouraged to submit a petition

submit a petition to
become an Interest or
Discussion Group to
expand member
participation

was never turned in

		legislative sessions		
Recruit members to attend & present on the topic at local, state and regional conferences and workshops	Taskforce and President	2010 to recruit & 2011 to present	Funds for materials and shipping; member time	Not yet implemented as of 12/10
Create and disseminate guides and tools, such as teen services program evaluation tool and teen space guidelines	Taskforces	2010 2011	Member time, staff time	In progress. Draft tool available online for public comment through Nov. 15 th . Will submit final draft to Board for approval at Midwinter 2011. Teen space guidelines should also be submitted to the Board for Midwinter 2011

STRATEGY 4-A: develop relationships with appropriate organizations to reach library decision makers in an effort to raise

TACTIC	WHO	WHEN	RESOURCES	STATUS
Approach LLAMA as appropriate about information sharing	Communications Specialist	Ongoing	Member and staff time	Not yet undertaken as of 12/10
Recruit members to write articles about relevant topics (such as the updated Competencies for Librarians Serving Youth) and submit them to the LLAMA journal, Library Worklife and/or <i>American Libraries</i>	President & Executive Director	Ongoing	Member and staff time	Not yet undertaken as of 12/10
Establish closer ties with state library agency youth consultants	President & Executive Director	2010 2011	Member and staff time, funds for mailings	In progress. Compiled list of youth consultants and contact information in Sept. 2010. Will do member recruitment mailing to the 30+ consultants who are not YALSA members in Nov. 2010.

Goal Area 2: Marketing

The value of YALSA's Programs and services are understood and recognized by the profession, the media and the public.

Objective (1): Increase awareness about YALSA's awards and selected lists among targeted segments of the public. Strategy:

- a) Library and media awards and lists. (H)

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

- a)

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

YALSA Board of Directors – Midwinter 2011
Topic:

YALSA Board of Directors – Midwinter 2011
Topic: Action Plan Review & Update
Item #25

Implement a web site redesign	YALSA web master & Website Advisory Committee	Put out RFP in fall 2009 and implement the redesign in 2010	Staff and member time. \$10,000 from operating budget	Wire frames will be available in Oct. w/ goal to launch redesign in Dec.
Develop and launch a literary blog for teens that media award winners and recommended reading list selections	Establish a taskforce to do initial planning. Hire a blog manager and appoint an advisory board.	Recruit blog manager and appoint board in fall 2009. Launch blog in 2010	Staff and member time. Funds for designing the blog.	In progress: Blog manager is Sarah Debraski. Blog will launch in late 2010.
Develop and disseminate a media kit that integrates advertising and sponsor opportunities in an effort to increase revenues and raise awareness of YALSA resources among vendors	Communications Specialist	2010	Staff time	Completed: http://tinyurl.com/3y83dln
Create an iphone application that features and recommended reading organized by genre	Outside contractor	2011	Funds could be significant, depending on the level of the professional	Not yet undertaken as of 12/10

STRATEGY 3-A:

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.

YALSA Board of Directors – Midwinter 2011
Topic: Action Plan Review & Update
Item #25

ns Specialist live

YALSA Board of Directors

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 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	In progress

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

Provide more Board training to ensure members are able to govern effectively	Executive Committee	2009 and 2010	Funds for Board membership in BoardSource, member and staff time	Added a Board Training session to Annual, beginning in 2010. Began online monthly Board development sessions in 2009
Provide info and training to chairs via podcasts	President, staff, blog manager	2009	Member and staff time	Done, but needs regular updating
Create guide for presenters and speakers	Program Officer for Continuing Education	2009	Staff time	Done fall 2009: http://tinyurl.com/2uurtjv

Create wiki with resources and information for Chairs	President, Executive Director Yoke	2009	Member and staff time	Completed in 2009
Update responsibilities for Chairs and group members & distribute	Ad-hoc Board committee	2010	Member and staff time	Completed May 2010
Create and distribute additional materials about running for YALSA office	Board, President, Executive Director	2010	Member and staff time	Completed May 2010
Create virtual training module for newly appointed selection committee members	Program Officer for CE, Program Officer for Conferences & Events, President and Executive Director	Launch in January 2011	Member and staff time	Not yet undertaken as of 12/10
Create online informational resources for members considering serving on selection committees	Program Officer for CE, Program Officer for Conferences & Events, President and Executive	Launch in August 2010	Member and staff time	Completed 8/10

	Director			
Create online training materials for chairs of member groups working primarily in a virtual environment	President and Program Officer for CE	Available July 2010	Member and staff time	Completed and posted online in summer 2010
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	In progress. Had initial staff meeting to discuss in Sept. 2010. Will provide update to Executive Committee for their Oct. meeting.

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) (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
---------------	------------	-------------	------------------	---------------

for gathering & evaluating
member feedback via
surveys

Advisory
Committee redesign in 2010

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 Implement regular online	Program Officer for Conferences & Events	2010	Staff time	

Wednesdays with

to-face component where members are encouraged to gather to participate in the e-



enhancements				
--------------	--	--	--	--

Re-evaluate Member Only resources on the web site and make recommendations to the Board for improvement	for Membership Web Advisory Committee	2010		
---	---------------------------------------	------	--	--