

**YALSA Board Meeting
2005 Midwinter Meeting
Boston, Massachusetts
January 14-19, 2005**

Topic: Website & Discussion Lists

Background: In light of YALSA’s new Strategic Plan and certain goals relating to marketing, advocacy, association sustainability, etc. it would be appropriate at this time to review the scope and purpose of YALSA’s electronic resources.

Action Required: ~~359.1841(29125)195311325H5270276.0054956167234034.021890 (d) (3) 813510710~~

(E) Other Communications

- Immediately update new member packet, providing real resources and a personal touch
- Continue mailing pre-conference postcard with newsletter
- Regularly solicit material for publication from the membership
- Help members (by providing the website space and formatting for printing) disseminate their lists, letters, packets, etc. Ask committees to “jury” this material
- Promote other publications effectively in newsletter, journal, discussion groups, website
- Continue to enhance personal contact with new members in their home states

Date		Actor/s
Summer 2002	Change journal name to	Staff
	Recruit a designer to establish new logo and fresh image for all ALSC publications	Exec. Com., Staff, input from Board
	Revise publication schedule to 3x yearly	Board
	Recruit a professional editor for	Exec. Com., staff
	Add a prominent "Join ALSC-L" hotlink to home page	Staff
	Begin to archive ALSC-L to extend its usefulness	Staff
	Update new member packet	Staff
Autumn 2002	Develop and promote publication schedule	Editor
	Enlist committee chairs and board members to initiate electronic discussion	Board, Com. Chairs
	Implement electronic new member greeting from ALSC President, including hot links for discussion list subscriptions	
Winter 2003	Rename newsletter to	Board
	Revise newsletter schedule to biannual	Staff
		Exec. Com., Staff
	Establish www.alsc.org	Web editor

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Goals, Objectives and Activities Crosswalk

Unite all print and online communication with one graphic identity.

- Develop new logo for the Association
- Adopt a more open, inviting font and use it consistently
- Redesign all publications to reflect new image and graphic cohesiveness

Hire consultants to manage website and edit journal

- Sharpen the style and content of the journal
- Balance research content and practical information to satiate the e i e

Disc

Discussion Groups

- Post links to website updates
- Maintain archives

Journal

- Sharpen focus for those working with Children and Libraries
- Encourage advertisers to include discount coupons in ads, or to advertise special offers available only to ALSC members

Website

- Establish www.alsc.org as an exciting professional link
- Enrich members only section
- Bring conference sessions to members who can't attend -- streaming media for award press conferences and presentations
- Professional content – articles, book talks, continuing education (continuing education/professional resources especially needs strengthening)
- Link to liaison organizations

Other communications

- Booklists also on website in printable format for local use
- Continue attractive, professional materials to share with students, teachers, patrons and parents

