

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, San Antonio
January 20-25, 2006**

- Topic:** Executive Director's Goals for FY '06
- Background:** At each Midwinter Meeting the Executive Director submits his or her goals to the Board for their review.
- Action Required:** Consent/Information Only
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Please see chart on following pages

Goal: Efficiency & Improvement	Accountabilities	Performance Measures
<p>ALA: Demonstrate effective customer satisfaction increase over time established in FY through follow-up customer satisfaction survey</p>		
<p>YALSA: By August 31st increase visibility & awareness of YALSA through enhanced communication interaction with members customers partners</p>	<ul style="list-style-type: none"> • Evaluate feedback from Teen Read Week registrants and use findings to improve our programs and services relating to the Teen Read Week • Strive to provide excellent customer service products and programs to members and potential members • YALSA will collaborate with the PIO and other appropriate editorial related groups to increase public awareness of YALSA its products services standards selected lists and programs • YALSA will increase awareness of the Michele L. Printz Award through its collaboration with Random House on the Support YA Literature Campaign 	<ul style="list-style-type: none"> • Teen Read Week initiatives have expanded products that can afford the price point these are free download resources from the website • The

Program through targeted initiatives	<ul style="list-style-type: none">• Work with members staff and TAGS groups to develop and launch new Teen Read Week products	<ul style="list-style-type: none">• Royalty statements for sales• Evidence of related activities
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Goal: Members/Customers/Partners	Accountabilities	Performance Measures
<p>ALA: Total membership increase over FY</p>		
<p>YALSA: By August 31st YALSA will have implemented targeted outreach programs to increase its membership by over FY</p>	<ul style="list-style-type: none"> • Conduct member prospect research to determine education information needs • Utilize registration information from Teen Read Week to target and acquire new members • Plan and implement strategy to retain current student members 	<ul style="list-style-type: none"> • Work with John Christak to code specific member programs and track membership growth as a result of outreach programs • Of the Teen Read Week registrants how are non members returning to existing memberships • Launch of YALSA at Annual and other events and services targeted to student members
<p>Personal: BY: By August 31st I will have developed and implemented plan for acquiring new members</p>	<ul style="list-style-type: none"> • Develop new member recruitment strategies • Work with John Christak to coordinate recruitment efforts • Work closely with YALSA's Division Membership Promotion Committee 	<ul style="list-style-type: none"> • New recruitment strategies are viable • FY membership reports show significant increase • Communications with committee and John Christak

Goal: Personal Learning	Accountabilities	Performance Measures
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<p>ALA: of staff is undertake training education and or development activity in cooperation and submit to their supervisor the Personal Learning For within days of this activity</p>		
<p>YALSA: By August 1st each staff member is develop a personal learning plan that incorporates at least learning or teaching activities to address identified needs</p>	<ul style="list-style-type: none"> • Create job specific learning plan to be presented with FY goals • Periodic check in with supervisor to review revise learning plan • Integrate learned skills concepts into daily work and share new skills knowledge with other staff when appropriate 	<ul style="list-style-type: none"> • Completed personalized learning plan • Weekly Sunday Planning Guide for staff • Document improvements in job performance resulting from personal learning teaching
<p>Personal: BY: By August 1st I will increase my knowledge and expertise of effective practices relating to association management</p>	<ul style="list-style-type: none"> • Become more active in roles 	