

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Seattle
January 19-24, 2007

Topic: Division Plans

Background: At the 2006 Annual Meeting the Board directed the Executive Director to find out if other divisions had both a marketing and a communications plan. Beth polled the other divisions and the findings are given below. The purpose of this exercise was to aid YALSA in deciding whether or not it was necessary to develop both a marketing and a communications plan as separate documents.

Action Required: Discussion

Division Plans

Division	Strategic	Business/ Financial	Marketing	Communications	Other
AASL	X				

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