

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Denver  
January 23-28, 2009**

**Topic: Executive Director’s Goals for FY09**

**Background: At each Midwinter Meeting the Executive Director submits her goals to the Board. It is the responsibility of the Board to provide her immediate supervisor with feedback about the Executive Director’s performance at the end of each fiscal year. The goals can help guide the feedback the Board provides.**

**Action Required: Consent**

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There are 3 sets of goals included in the following chart: ALA’s goals, YALSA’s goals and the Executive Director’s personal goals. YALSA’s goals are developed based on the ALA Goals, ALA Strategic Plan and YALSA Strategic Plan. The Executive Director’s goals are developed based on the YALSA Strategic Plan and YALSA Goals.

**YALSA Unit Goals, FY 2009**

**Efficiency & Improvement**

<b><u>Goal</u></b>	<b><u>Accountabilities</u></b>	<b><u>Performance Measures</u></b>
<u>ALA: Implement specific improvements based on the results of the FY 2007 member satisfaction survey. The impact of the improvements will be assessed in FY 2009.</u>		

**YALSA:** By August 31<sup>st</sup>

**YALSA Unit Goals, FY 2009**

**Financial Performance**

<b><u>Goal</u></b>	<b><u>Accountabilities</u></b>	<b><u>Performance Measures</u></b>
<u>ALA: General fund net revenue will reach or exceed \$250,000.</u>		
<u>YALSA: By August 31<sup>st</sup> 2009, YALSA will have implemented initiatives such as the YA Lit Symposium so that the net asset balance reaches or exceeds \$500,000.</u>	<ul style="list-style-type: none"> <li>• Aggressively promote Young Adult Literature Symposium to ensure strong registration</li> <li>• Monitor symposium expenses</li> <li>• Leverage symposium sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-registration for Symposium is 500 or more</li> <li>• Number of symposium sponsors is 3 or more</li> <li>• Expenses are contained and at least \$15,000 in net revenue is obtained</li> </ul>
<b><u>Personal:</u></b> <u>BY: By August 31<sup>st</sup>, 2009 I will have implemented strategies to launch, promote and manage the Young Adult Literature Symposium.</u>	<ul style="list-style-type: none"> <li>• Work with staff to contain symposium expenses</li> <li>• Reach out to companies who may be a good fit for sponsorship</li> <li>• Oversee production of mailings and PR materials for Symposium</li> <li>• Work with member leaders to “sell” the new event to members</li> </ul>	<ul style="list-style-type: none"> <li>• PR materials and web content specific to Symposium is available</li> <li>• Communications with Development Office and potential sponsors</li> <li>• Interactions and communications with member leaders</li> <li>• Mailings and PR materials created and distributed</li> <li>• Registration numbers for Symposium meet or exceed 500</li> </ul>

**Members/Customers/Partners**

<b><u>Goal</u></b>	<b><u>Accountabilities</u></b>	<b><u>Performance Measures</u></b>
ALA: Total membership will be maintained at the number of members as of 08/31/07. There will be a specific focus on retention of first year members.		

**YALSA Unit Goals, FY 2009**

<p><b><u>YALSA:</u></b> By August 31<sup>st</sup> 2009, YALSA will have implemented efforts facilitate greater member engagement in the association.</p>	<ul style="list-style-type: none"> <li>• Implement the 2009 YALSA Road Trip in which YALSA recruits members to host YALSA events and programs at the state level</li> <li>• Implement a member recruitment campaign where existing members are challenged to recruit new ones</li> </ul>	<ul style="list-style-type: none"> <li>• YALSA has sponsored activities at 30 or more state library conferences</li> <li>• Membership statistics show growth by 2 or more percentage points after the campaign</li> <li>• 50 or more members participate in the recruit a newbie campaign</li> </ul>
<p><b><u>Personal:</u></b> <b><u>BY:</u></b> By August 31<sup>st</sup>, 2009 I will have developed and implemented strategies for engaging members.</p>	<ul style="list-style-type: none"> <li>• Work with John Chrastka to coordinate retention efforts</li> <li>• Work closely with YALSA’s Division &amp; Membership Promotion Committee</li> <li>• Work with John Chrastka to code specific member campaigns and track membership retention as a result of campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• FY '09 membership reports show a strong retention rates</li> <li>• Communications with committee and John Chrastka</li> <li>• Coded member campaign mailings</li> </ul>

**YALSA Unit Goals, FY 2009**

**Personal Learning**

<b>Goal</b>	<b>Accountabilities</b>	<b>Performance Measures</b>
<p><u>ALA: 100% of staff will undertake a training, educational and/or developmental activity &amp; will complete and submit to their supervisor the Personal Learning Form</u></p>		
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