

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

Topic: Proposed Change to Strategic Plan

Background: During discussion of the YALSA strategic plan at the the Fall Executive Committee meetings, the consensus was that one of the objectives in the continuous learning section should be deleted. The item is Objective 3, which reads “enhance the ability for members to learn and implement new trends in technology services and needs.” Instead the Executive Committee recommends integrating technology throughout the strategic plan, and not speaking to it as a separate entity and activity in YALSA. Integrating this objective will better enable YALSA to help librarians understand that technology use and integration is a day-to-day part of the service they provide. The Strategic Plan is provided below.

Action Required: Action

3-5 Year Planning Horizon
~ Outcome-Oriented Goals, Objectives,
and Strategies ~

The following thinking represents goal areas for the next three to five years. They are areas in which YALSA will explicitly state the conditions or attributes it wants to achieve. These outcome statements define “what will constitute future success.” The achievement of each goal will move the organization toward realization of its vision. The goal areas are not in priority order.

Objectives and Strategies provide direction and actions on how the association will accomplish its articulated goals. Objectives are considered in the 3-5 year planning horizon while Strategies are considered within the 1-3 year planning horizon. Strategies are reviewed annually by the YALSA leadership.

Prioritization Key:

(H) = To be started in this fiscal year.

(M) = To be started, if possible, in next fiscal year.

(L) = To be started in a subsequent fiscal year.

Goals, Objectives and Strategies

Goal Area 1: Advocacy

Teen services within all libraries is 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:

- § Disseminate advocacy toolkit. (H)
- § Train members to be advocates for teen services (M)
- § 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.

Strategies:

- § Develop and disseminate materials for members and library workers to use to articulate ROI. (H)

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

Strategies:

- § Communicate to library schools the need for updated and expanded course offerings on young adult services. (M)
- § Communicate to State and Regional Library organizations the need for expanded library services within individual libraries and library systems. (L)

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

Strategies:

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

Goal Area 2: Marketing

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

- § Promote YALSA’s products and services to members and the library community diverse formats. (M)

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

Strategies:

- § Assess members’ knowledge and use of YALSA services. (H)
- § Evaluate assessment findings and develop and implement action plan based on the findings. (M)

Goal Area 3: Research

YALSA is a recognized source for access to targeted research benefiting members and the library community.

Objective (1): Increase member access to existing research relevant to library services to teens.

Strategies:

- § Locate and disseminate existing research. (M)
- § Identify opportunities to communicate existing research to members and the library community. (M)

Objective (2): Increase opportunities for members, academics and library professionals to direct original research that fills gaps in teen library services.

Strategies:

- § Inform members of research opportunities. (M)
- § Identify organizations producing relevant research. (H)

Objective (3): Influence appropriate external research-focused organizations to increase inclusion of library services to teens in their research agendas.

Strategies:

- § Develop relationships with relevant organizations to raise awareness of the need to include libraries in their research agendas as appropriate. (M)
- § Create and implement a plan to promote opportunities to produce and publish research directed at teen services to library schools and academics. (L)

Goal Area 4: Continuous Learning

YALSA’s continuous learning opportunities are offered in various levels and formats; are utilized by all members; and available to others.

Objective (1): Increase participation in online educational opportunities.

Strategies:

- § Use member input and trends to drive topics for education programs. (H)
- § Create and implement a marketing strategy to promote online educational opportunities. (M)
- § Create opportunities to support members with financial need to participate. (M)

Objective (2): Increase regional training opportunities.

Strategies:

- § Identify viable markets for training. (H)
- § Evaluate current regional training portfolio. (H)
- § Create and implement an action strategy based on the outcome of the evaluation. (M)
- § Develop a marketing strategy to create additional promotion of training opportunities. (M)

~~Objective (3): Enhance the ability for members to learn and implement new trends in technology services and needs.~~

~~Strategies:~~

- ~~§ Develop reverse mentoring opportunities for YALSA members. (H)~~
- ~~§ Identify and implement an annual train-the-trainers program. (H)~~
- ~~§ Develop a new format for successful learning opportunities. (M)~~
- ~~§ Develop grant to fund pilot projects exploring trends, implementing new services and issue is and disseminate to members. (L)~~

Goal Area 5: Member Recruitment and Engagement

YALSA continues to grow as a result of a high level of member involvement, engagement, and satisfaction.

Objective (1): Improve recruitment

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- § Create opportunities for informal regional YALSA gatherings. (M)
- § Use virtual resources to encourage interaction between YALSA members. (L)