

YALSA Unit Goals, FY 2010

Efficiency & Improvement

<u>Goal</u>	<u>Accountabilities</u>	<u>Performance Measures</u>
<p>ALA: Develop new methods and techniques for assessing and improving member satisfaction on an ongoing basis.</p> <p>YALSA: By August 31, 2010, YALSA will have created a more robust online environment to engage members and inform targeted audiences, including perspective members.</p>	<ul style="list-style-type: none">• Re-evaluate the For Members Only content of the web site to provide true member only benefits• Weed outdated content from site• Restructure the site so that it is easier to find the most popular and/or needed information• Integrate web 2.0 resources more thoroughly into the site• Evaluate the content on the wiki, and decide which parts need to be moved into the web site• Plan for a fall 2010 launch of online research journal•	

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Financial Performance

<u>Goal</u>	<u>Accountabilities</u>	<u>Performance Measures</u>
<p>ALA: General fund net revenue will reach or exceed \$250,000.</p> <p>YALSA: By August 31st 2010, YALSA will have contained expenses and increased targeted revenue generating activities, so that the net asset balance reaches or exceeds \$500,000.</p>	<ul style="list-style-type: none">• All staff work to contain expenses• Publishing projects are completed in a timely manner• Major revenue streams are closely monitored and adjustments made as necessary• New seal for nonfiction award is created and available• Web 2.0 and other tools are utilized to market products and services	

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<p>over the total number of members as of 08/31/09. There will be a specific focus on retention of first year members.</p>		
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YALSA: By August 31st 2010, YALSA will have evaluated and re-structured its

