

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Boston
January 15-19, 2010**

Topic: Mega Issue Discussion

Background: At the 2008 Midwinter Meeting Board Members and Committee Chairs created a list of “mega issues.” Mega issues are issues of strategic importance, which represent choices YALSA will need to make in defining the ultimate direction of its long-range plan. These issues represent potential impediments to achievement of YALSA’s Envisioned Future, and form a basis for dialogue about the choices facing the association. These questions can serve as an ongoing “menu” of strategic issues that should be used by the Board to create regular opportunities for strategic dialogue about the issues facing the profession. In order to ensure that these topics of strategic importance get addressed by the Board, the Board agreed to place one or two of them on the agenda for each Board meeting.

Action Required: Exploration

Mega Issue:

How can YALSA effectively deal with increased competition for the members’ time and money?

Questions to Consider

Who are the competitors?

- Local, state, and regional associations
- Other national associations that focus on similar topics/areas – ALAN, ISTE, etc.
- Print journals focusing on topics related to teen services
- Blogs, Twitter, wikis, etc. that provide information on topics of interest to teen services
- Other

What are the benefits of YALSA membership? (Do these benefits demonstrate a that YALSA does something different or better than the competitors for members’ time and money?)

- Activities that help improve the profession – white papers, books, etc.
- Activities that help improve a teen librarian’s own work – including conference programs and CE
- YALS & YAttitudes
- Grants, scholarships, contests, etc.
- Face-to-face and web-based networking opportunities – wikis, blog, echats, lists, etc.
- Annual events – TRW, TTW

- Annual lists and awards
- Other

Resources to help guide the discussion

- 2008 YALSA Membership Survey Results
<http://tinyurl.com/5p3sz4>
- Nitty Gritty Member Retention
<http://tinyurl.com/nxoxb2>