

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

**Topic:** Action Plan Update

**Background:** YALSA’s Board approved an updated Strategic Plan in June 2008. The Action Plan, which is a fluid document that provides the details regarding the status of implementation, is provided below. The Board may want to discuss the progress being made so far and determine if adjustments to existing tactics are necessary and/or if new tactics are desirable at this time.

**Action Required:** Discussion

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**YALSA Action Plan for Strategic Plan Implementation  
Status as of December 2009**

*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.

**Objective (1): Increase the ability of YALSA members and library workers to advocate for teen library services.**

Strategies:

- a) Disseminate advocacy toolkit. (H)
- b) Train members to be advocates for teen services (M)
- c) 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:

- a) 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:

- a) Communicate to library schools the need for updated and expanded course offerings on young adult services. (M)
- b) 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:

- a) 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.**

**Objective (1): Increase awareness about YALSA's awards and selected lists among targeted segments of the public.**

Strategies:

- a) Develop and use a brand identity for YALSA's literary and media awards and lists. (H)

**Objective (2): Improve member and library community knowledge of YALSA products and services.**

Strategies:

- a) 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:

- a) Assess members' knowledge and use of YALSA services. (H)

**YALSA Board of Directors – Midwinter 10**  
**Topic: Action Plan Update**

**Goal Area 5: Member Recruitment and Engagement**

YALSA continues to grow as a result of a hi





**YALSA Board of Directors – Midwinter 10**

**Topic: Action Plan Update**

**STRATEGY 3-B:** communicate to state and regional library organizations the need for updated and expanded young adult library services within individual libraries and library systems. (L)

<b>TACTIC</b>	<b>WHO</b>	<b>WHEN</b>	<b>RESOURCES</b>	<b>STATUS</b>
Create canned presentation regarding the need for updated and expanded YA services	Advocacy Taskforce	2010	Member time	Taskforce needs to be informed of this responsibility
Recruit members to attend present on the topic at state and regional conferences	YALSA members	2010 &/or2011	Funds for materials and shipping	Not yet implemented

**STRATEGY 4-A:** develop relationships with appropriate organizations to reach library decision

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- a) promote YALSA’s products and services to members and the library community in diverse formats. (M)

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

**Strategies:**

- a) assess members’ knowledge and use of YALSA services. (H)
- b) evaluate assessment findings and develop and implement action plan based on the findings. (M)

**STRATEGY 1-A:** develop and use a brand identity for YALSA’s literary and media awards and lists. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Apply for pro-bono work from Northwestern University for grad students to develop logo & identity; failing acceptance YALSA staff will create	Executive Director	Summer 09	Staff time	Application submitted, but rejected
Apply brand to existing marketing materials	Communications Specialist	Spring 2010	Staff time	Not yet undertaken – integrate with plans developed for selected lists
Explore the feasibility of selling branded products via Cafépress.com	YALSA staff	2010	Staff time	In progress as of 10/09. YALSA has a page at <a href="http://www.cafepress.com/yalsa">www.cafepress.com/yalsa</a>

**STRATEGY 2-A:** promote YALSA’s products and services to members and the library community in diverse formats. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create award materials with appropriate vendor	YALSA Communications Specialist	After each Midwinter	Staff time and funds to print bookmarks	Ongoing: Stevie made downloadable bookmarks for each of the 09 literary awards.
Disseminate materials	YALSA Communications Specialist	After each Midwinter	Funds for shipping bookmarks	Ongoing: Stevie made downloadable bookmarks for each of the literary awards. They’re posted on the website



**YALSA Board of Directors – Midwinter 10**

**Topic: Action Plan Update**

				and went out via the Feb. 09 Yattitudes
Create simple template of current award winners for free downloading (with logo)	YALSA Communications Specialist	After each Midwinter	Staff time	Not yet undertaken as of 12/09
YALSA logo on all presentations offered on behalf of YALSA at state and local levels	All presenters, working with YALSA staff	ongoing	Staff & member time	Ongoing: created canned presentations for the 09 Road Trip w/ logos
Encourage inclusiveness of YALSA in all communications related to awards	YALSA Communications Specialist	ongoing	Staff time	Ongoing

Explore the feasibility of establishing a member group specifically to support the marketing of awards and list	YALSA Board	2010	Member time	Not yet undertaken
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**YALSA Board of Directors – Midwinter 10**  
**Topic: Action Plan Update**

assess knowledge	Membership Committee	for fall 2009 implementation	time	disseminated to members via Nov. 09 <i>YAttitudes</i> . Results are at <a href="http://tinyurl.com/ybwu8nh">http://tinyurl.com/ybwu8nh</a>
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**STRATEGY 3-B:** evaluate assessment findings and develop and implement action plan based on the findings. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Evaluate survey and submit recommendations to Board	Division & Membership Committee	Winter 2010	Member time	Not yet undertaken

**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:**

- a) Launch research journal. (H)
- b) Market new and existing resources and opportunities. (M)

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

- a) Launch research journal. (H)
- b) Work with appropriate organizations to create research opportunities. (L)

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

- a) Establish a relationship with appropriate organizations. (M)

**STRATEGY 1-A:** Launch research journal. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Conduct Member Editor search	YALSA Executive Committee & Advisory Board Chair	Summer 09	Staff time to market Member Editor position & me000458.76 18mittee &	

**YALSA Board of Directors – Midwinter 10**  
**Topic: Action Plan Update**

	Specialist			
Design web space for journal	Communications Specialist	Spring 2010	Staff time	Not yet undertaken
Market the journal	Communications Specialist	Once web site is live		



inform them about the need for including library services in relevant research				
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**Goal Area 4: Continuous Learning**

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

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

- a) Market CE opportunities to new and/or underserved groups. (M)

**Objective (2): Increase regional training opportunities. Strategy:**

- a) Evaluate the existing CE offerings and implement a plan for unifying the offerings into one portfolio as well as integrating new offerings into the portfolio. (H)

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

- a) Create how-to guides and other training resources for members. (L)

**STRATEGY 1-A:** market CE opportunities to new and/or underserved groups. (M)

Develop marketing strategy for YALSA offerings both face-to-face and online	Program Officer for CE & Communications Specialist	Completed by Annual 10	Staff time	In progress
Implement new marketing plan for courses	Communications Specialist	Following Annual 10	Staff time, possible ad space purchase	In progress

**STRATEGY 2-A:** Evaluate the existing CE offerings and implement a plan for unifying the offerings into one portfolio as well as integrating new offerings into the portfolio. (H)

<b>TACTIC</b>	<b>WHO</b>	<b>WHEN</b>	<b>RESOURCES</b>	<b>STATUS</b>
Develop a plan for framework for one year’s continuing education offerings including online classes and institutes that includes on-going evaluation of offerings	Program Officer for CE w/ input from Executive Director	Spring 2010	Staff time	In progress

**STRATEGY 3-A:**

**YALSA Board of Directors – Midwinter 10**

**Topic: Action Plan Update**

YALSA Road Trip to library schools			photocopying & shipping materials	
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**STRATEGY 2-A:** incorporate member feedback into the decision making process. (M)

<b>TACTIC</b>	<b>WHO</b>	<b>WHEN</b>	<b>RESOURCES</b>	<b>STATUS</b>
Establish regular schedule for gathering & evaluating member feedback via surveys & sharing with member leaders	Program Coordinator for Membership	2010	Staff time, survey monkey subscription	Not yet undertaken

**STRATEGY 2-B:** increase opportunities for member participation, especially virtually. (H)

<b>TACTIC</b>	<b>WHO</b>	<b>WHEN</b>	<b>RESOURCES</b>	<b>STATUS</b>
Identify & evaluate options for expanding virtual participation then make recommendation to Board	Program Coordinator for Membership &			

**YALSA Board of Directors – Midwinter 10**  
**Topic: Action Plan Update**

Explore sponsorship opportunities for additional social opportunities	YALSA Executive Director	ongoing	Staff time	Ongoing
Gather member feedback to determine direction for future social opportunities, both face to face & virtual	Program Officer			