# ALA FY20 Plan By Department

**DEPARTMENT:** Publishing

## FY20 Strategic and Operational Priorities

*What are your strategic and operational priorities in light of the prior three years’ (FY17-FY19) operational and financial results?*

Continuing implementation of FY18-20 strategic plans by unit, building on successes since fall 2017 with adjustments as needed. Ongoing focus on revenue potential versus expense. Across all units, two strategic priorities guide new initiatives:

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- Adding and developing internal (ALA) and external collaborations to leverage existing content.
- Following leads and building relationships with decision-makers whose influence can help increase average order size and secure more package sales and purchases, bulk registrations and subscriptions.

For ALA Publishing eLearning Solutions and ALA Graphics, adjusting long-term sales goals to more accurately reflect sustainable net revenue.

Bring new Booklist Editor/Publisher up to speed to maintain advertising, subscription, and licensing $$.

## FY20 Key Initiatives and Desired Outcomes

*What are the top initiatives that your department plans to undertake in light of those priorities? What outcomes constitute success?*

Success for ALA Publishing is measured by net revenue, while supporting ALA’s strategic directions.

### ALA Editions

Identify/address “anxiety points” in the field to publish 55 new titles of controlled length, including AASL and RDA 3R-related titles. Release major textbooks on time for adoption cycle. Realize potential of FY19’s new patron-facing pamphlets, develop line if successful.

### Booklist

Repeat theme-based multiplatform campaigns to sell advertising packages of greater value than single item sales. Initiate live events exploiting Booklist’s brand/content. Stem subscription loss.

### ALA Graphics

Develop royalty-based licensing arrangements. Continue operations cost savings.

### eLearning Solutions

Increase sales by adding ALA/external collaborations, custom content, bundles.

### RDA

Launch new 3R update, capitalize on US and global/regional opportunities, increase subscriptions.

## Key Assumptions/Risks/Opportunities

*What assumptions are inherent in your plan? What risks are you watching in light of those assumptions? What additional opportunities do you anticipate may appear that may impact your plan?*

**Assumptions:** Library funding, # of librarians/ LIS students remain stable. Move to new building enhances collaboration. RDA 3R product launches. Booklist Editor/Publisher gets up to speed quickly.

**Inherent risks:** Speed of print ad sales decline increases. Booklist: Live events prove too resource-intensive; mergers and new contracts reduce licensing sales. ALA Editions: No bestsellers; LIS programs don’t adopt N-S textbooks; pamphlets don’t take off as product type. RDA, Editions, and eLearning: Revised RDA ramps up more slowly than predicted. More competing content available. GDPR and related legislation limits email marketing opportunities.

**Opportunities:** Content/marketing collaborations. Custom content and events. ALA membership growth. ALA conferences, more strategic focus on content and PD. IT adds cross-unit upsell in ALA Store.