

Fall Executive Committee Meeting  
October 25-26, 2014, Chicago

**Topic:** Advocates’ Panel Process

**Background:** At the 2014 Annual Conference, the Board adopted a proposal to establish an Advocates’ Advisory Panel. The purpose of the panel is to advise the YALSA Board on various topics related to the Futures report, the strategic plan, and other topics as identified by the Board as well as to act as informed advocates on behalf of the organization. Shannon Peterson, author of the proposal, requests feedback on a potential area of focus for the inaugural Panel and presents an updated timeline below.

**Action Required:** Discussion

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**Proposal:** The proposed area of focus for the inaugural Advocates’ Advisory Panel shall be the outward perception of libraries from those in related fields such as afterschool organizations, research, youth development, and foundations. Tasks for panelists may include the following tasks: holding focus groups, creating and implementing a public survey, compiling a report of results, and creating resources for YALSA members (article, webinar, etc) based on the results. This area of focus seems like an appropriate first step as the organization finds itself taking on the Call to Action, a strategic planning process, and potential new and deeper relationships with funders. Collecting quality feedback about real or perceived challenges that those in related fields face in their interactions with libraries may help us to reposition our organizational messaging to potential advocates and funders, as well as to collect data and create resources to support our members in creating more outward facing services.

**Potential Timeline**

November/December	The standing committee on Capacity Building and Past President create an application for Panel members which includes information about YALSA, potential benefits of services, and guidelines/FAQs for the position and submits them to the Board via ALA Connect for feedback/refinement.
January/February	The standing committee on Capacity Building and Past President work with the Board to identify potential candidates of interest to be personally invited by the President and/or Executive Director. Staff, Board members, and members market the Advocates’ Advisory Panel position to various individuals, organizations, and stakeholders.
March	The Executive Committee discusses and vets applications, and submits the slate to the Board for confirmation.
July	Panel members convene for the first virtual meeting and orientation

**Resources:**

Establish an Advocates' Advisory Panel board document, Annual 2014.

[http://www.ala.org/valsa/sites/ala.org/valsa/files/content/AdvocatesAdvisory\\_AN14.pdf](http://www.ala.org/valsa/sites/ala.org/valsa/files/content/AdvocatesAdvisory_AN14.pdf)