

**YALSA Board of Directors Meeting  
 ALA Annual Conference, Orlando  
 June 24 – 28, 2016**

**Topic:**                   **Communications Plan Update**

**Background:**       **At the 2016 Midwinter Meeting, the Board discussed the importance of regularly disseminating news and information about YALSA’s organizational plan. Kate McNair drafted and shared a communications plan, which was adopted by the Board at Midwinter. When the new strategic plan was published in April, the association continued to inform members of the plan, what’s included in the plan, implementation steps, and what the new plan means for the association and for members. The following is an evaluation of the Communication Plan Phase 2 (between approval of the plan and Annual) by Kate McNair and recommendations for the association’s next steps.**

**Action Required:**   **Discussion**

**Goal:** Evaluate the communication efforts thus far surrounding the new Organizational Plan, and consider how best to keep the membership informed and engaged as we move forward with learning agenda and alignment work.

**Communication Plan Phase 2 Activities**

Blog Posts - Goal: monthly posts about the organizational plan

Title	Author	Date	Page Views as of 6/5/16	Comments
<a href="#">Rethinking YALSA: Member Engagement Part 2</a>	Chris Shoemaker	6/1/16	159	
<a href="#">Rethinking YALSA: Member Engagement</a>	Jane Gov	5/27/16	52	
<a href="#">Rethinking YALSA: What’s New in YALSA and How You Can Be a Part of It</a>	Candice Mack	5/26/16	58	
<a href="#">Rethinking</a>	Linda Braun	5/17/2016	81	

**YALSA Board of Directors – Annual 2016  
Topic: Communications Plan Update**

<a href="#">YALSA: I'm Excited – How About You?</a>				
<a href="#">Rethinking YALSA: Executive Committee</a>	Sarah Hill	5/5/2016	24	
<a href="#">Rethinking YALSA: I learn best when...</a>	Diane Colson	4/20/2016	90	(16 votes in a poll)
<a href="#">Rethinking YALSA–Juries</a>	Sarah Hill	4/19/2016	76	

YALSA members/bloggers also noted the organizational plan in posts on related topics:

- May 29 post by Deborah Takahasi, [The Calm Before the Storm: How Teens and Libraries Can Fight Mental Illness](#), received 157 views as of 6/5/16
- May 31 post by Hailley Fargoe, [YALSA's Three Year Organizational Plan and New Librarians](#), received 131 views as of 6/5/16

It's interesting to note that the posts written by member bloggers do get more hits than those written by the Board. This is something we will likely want to leverage in the next phase of this plan.

Website

Page	Date Published	Page Views
FAQ	6/1/16	Page views: 105 Unique page views: 89 Clicks (from the main comm. plan page): 41
Press Release	5/5/16	Page views: 244 Unique page views: 202 Clicks (3 year plan link in press release): 71
Org Plan Page	4/12/16	Page views: 895 Unique page views: 790

e-News

- June 1: announcing Town Hall
- May 11: announcement of Organizational Plan
  - Clicks: 84 out of 408 total clicks – about 21%
  - Click rate for that issue: 4%
  - Open rate for that issue: 25% (announcement of plan was included in the subject line)

## YALS

- President's Column - winter and spring 2016
- Editor's Column - winter and spring 2016
- Highlights article by Sarah Hill - Spring 2016
- Full org plan reproduced - summer 2016

## Comments Submitted Online

- I love the aspects regarding specific training curricula for front line, manager, & higher-ups in both transformational library services and cultural competencies. We live in a mostly white area, and I grew up that way (in a rural area), so I sometimes feel I can't relate to our teens who are urban/suburban, in poverty, and are racially mixed. I can be friendly, consistent, and talk to them. But they still often look at me like: Who are YOU? So, I'd love more QUALITY training from YALSA tailored to all levels of those working with teens. .
- I am happy to see that part of the plan is a call for diversity as well as recognizing the need for libraries to go outside their doors in order to gain insight into the communities' needs. I also like the idea of partnering with unconventional partners in order to help our teen patrons become well rounded individuals. I feel we are an essential support system therefore we need to be aware of the issues and needs that arise.
- While following the conversation today, I was wondering about the wiki (and other web platforms). Do they reflect the goals outlined? For example, The YALSA Cultural Competence Taskforce has a Cultural Competence page link off of the Serving Diverse Teens @ Your Library link. It's there, it's good, but is it 'visible'. I wonder are the goals set forth adequately represented that is to say clear and easy to find information? I don't know the answer, it was just something I pondered.
- I am pleased and heartened to see this blog post with realistic comments about what we measure and how those measures and activities do not put teens first. I would like to see tools and processes developed that put teens first, work well in the library setting, and measure meaningful actions that both put teens first and help us make the case for teen services to administrators and funders.
- I am so excited about this plan as it is finally giving YA staff the opportunity to reach out to their teens and develop services that suit their needs before ours.

## Other

- June 13: YALSA Town Hall with Candice Mack and Sarah Hill
- Chair Reports: 95% of chair's who submitted a report by the May 15 deadline indicated that they knew about the new organizational plan
- June 25: What's New in YALSA & How You Can be a Part of It
- Board members talking individually with stakeholders
- Board members talk with committee chairs

- Twitter posts, Facebook posts by board members and official YALSA channels

## **Evaluation of Phase 2**

The goal of Phase 2 was to announce the new organizational plan to YALSA members and stakeholders and encourage engagement with the new plan. We began by making sure our most engaged members were aware of the plan: committee chairs, YALSA stakeholders and bloggers. We have fostered a growing awareness in this group and engagement has grown slowly (as seen through YALSA bloggers posting about the plan and comments through the website). We hope that by fostering awareness and interest in this group that their engagement will spread outward to committee members, general membership, and non-members who visit the blog and website.

In a more general campaign, YALSA has broadly informed members of the plan, but not strongly emphasized engagement (yet). Through individual conversations, YALSA Blog posts, press releases and the e-news, we spread the word about the new plan. We want to keep that awareness growing outward and transforming into interest and action.

Although it may not seem like we reached a staggering audience, this is merely the first ripples in the pond, spreading outward, which we must nurture and amplify as they reach more and more members, and partners outside the division.

## **Moving Forward - Communications Plan July - January**

As we move forward with the learning agenda and aligning YALSA's structure and work with the new organizational plan, we recognize the need to continue communicating with YALSA members about the process. We recommend decreasing communication efforts around the topics of the organization plan, to give more communication capacity to alignment activities and communicating out those successes. We suggested relying more on standard board procedures to inform YALSA members. For example:

- As alignment changes are suggested for board approval, blog post be written to summarize the board documents before they come to a vote.
- As alignment changes are approved, board members and committee chairs, specifically those chairs whose work or structure is impacted, will write blog posts to highlight how YALSA is moving forward.
- As work is accomplished that forwards the organizational plan, committee chairs, bloggers and Board members use the blog to share those successes with a special emphasis on encouraging YALSA bloggers to report on change as their messages have the greatest reach.
- Incoming President (Sarah Hill) and President Elect (Sandra Hughes-Hassell) host a Town Hall to engage members in alignment proposals.
- YALS and The YALSA Blog have already approved a plan to align all articles/issues in 2017 with organizational plan focus including: (winter - cultural competency, spring - advocacy, summer - leadership development, fall - funder and partner development/collaborations)
  - President's Column - winter 2016
  - Editor's Column - winter 2016

- YALS Winter: Cultural Competency Focus
- YALSA Spring: Advocacy Focus
- YALSA Fall: Funder and Partner Development Focus
- YALSA Board members continue to talk with committee chairs about alignment activities to gather new ideas, spread understanding, and collaborate on new solutions.

**Recommended Board Action:**

The Board moves to adopt this communication plan as outlined above and directs the Executive Committee to implement the plan.

**Additional Resources**

[Phase 1 communication plan](#)

[Phase 2 communication plan](#)

[Change Management Communication Best Practices](#)