Fall Executive Committee Meeting
October 25 – 26, 2015, Chicago

Topic: **Prioritizing Futures Report Next Steps**

Background: **In January 2014 YALSA released the report "The Future of Library**
Services for and with Teens: a Call to Action." The report calls for
libraries to make significant changes in the way they think about,
plan, deliver and evaluate teen services. YALSA leaders will want to
determine a strategy for embedding the report recommendations into
the work of YALSA.

Action Required: **Discussion**

YALSA's Futures Report: What Do We Do Now?

The Future of Library Services for and with Teens: A Call to Action has been out now for almost
a year. YALSA has begun to implement strategies to address the needs identified in the report.
The two main questions for the board to consider are: 1) What should YALSA be doing as an
organization to realign itself so that it is better suited to support the changes called for in the
report and 2) How can we keep moving forward supporting members as they try to adopt the
changes in the report?

The YALSA Director has compiled a working document (see below) detailing what has been
done since January 2014 when the report came out as well as some things that we may want to
consider for the future. Each item on the document needs to be exploited in as much detail as
possible. Additional actions can be added where the board deems they are needed. In order to do
that, we could consider using an outcomes-based approach, which has been used in education for
a number of years. Here is a link to a brief PowerPoint that answers some basic questions about
outcomes based planning and evaluation:

Basic facts about Outcomes Based Planning:
www.shapingoutcomes.com/general.ppt

A large part of outcomes-based planning concerns the ability to evaluate our outcomes. The
following link presents a guide for non-profits to engage in outcomes based planning.

http://managementhelp.org/evaluation/outcomes-evaluation-guide.htm

Possible issues to explore:
- Creating permanent change in the dialogue of all stakeholders surrounding library
  services to teens

- Providing and evaluating the effectiveness of professional development designed and promoted by YALSA which relates to the Futures Report
- Creating a widespread awareness and in-depth knowledge of areas not previously considered by library staff to be relevant to their jobs, such as:
    1. expanding definitions of multiple literacies
    2. shifts in demographics and cultural competency of library workers as well as teens
    3. new media literacy issues
    4. connected learning
    5. workforce development training opportunities
    6. needs of teens in non-traditional spaces
- Finding ways to promote the importance of relationships and giving guidance and suggestions for how to do that.

Questions to consider:

Do we want to organize ourselves to do outcomes-based planning in order to leverage what we need to do in the future with what has already been done with the Futures Report?

What are our goals?

What kind of additional research do we need to do? Formal? Informal? Do we need to rethink some of the questions in our survey?

Can we learn from what some libraries are already doing? How would we gather that information?

How should we focus our professional development opportunities?

How will we know that our actions have been effective?

How do we **prioritize** all of the opportunities for further action which are presented in the Futures Report?

What is the role of action research in helping to create a common language and a pervasive culture encompassing the paradigm shift in providing library services to teens? How do we promote and support action research?

Resources:

Cultural competency (We have a new cultural competencies task force.)—This link relates to an educational setting but the ideas can be applied to libraries as well:

http://www.acsa.org/FunctionalMenuCategories/AboutACSA/CommitteesGroups/EAD-for-Success/Cultural-proficiency.aspx

Critical skills for the workplace—A list from Johnson & Wales University, a university focusing on careers in culinary arts:
http://www.jwu.edu/uploadedFiles/Documents/Alumni/JWUTopWorkSkills.pdf

Additional info on critical skills for the workplace:
http://bigthink.com/experts-corner/transforming-the-workplace-critical-skills-and-learning-methods-for-the-successful-21st-century-worker

Multiple literacies:
http://www.literacyinlearningexchange.org/defining-literacy

Relates to multiple literacies in a pedagogical setting, but is a good discussion of the implications:
http://pages.gseis.ucla.edu/faculty/kellner/essays/multipleliteraciescriticalpedagogy.pdf

Connected learning:
http://clalliance.org/why-connected-learning/

http://sfpl.org/index.php?pg=2000684901

www.americanlibrariesmagazine.org/blog/connected-learning-and-libraries-three-case-studies

http://www.thedigitalshift.com/2013/10/k-12/libraries-play-a-central-role-in-connected-learning-the-digital-shift-2013/

http://edition.cnn.com/2014/06/02/living/library-learning-labs-connected-learning/

New media literacy:
http://www.macfound.org/media/article_pdfs/JENKINS_WHITE_PAPER.PDF

https://cyber.law.harvard.edu/sites/cyber.law.harvard.edu/files/Principles%20for%20a%20New%20Media%20Literacy_MR.pdf

http://www.researchforaction.org/media-literacy/

Workforce Development Training:
http://oaklandlibrary.org/news/2014/08/ready-set-and-connecting-oakland-public-library-s-teen-technology-and-job-training-prog

Action research:
http://www.ascd.org/publications/books/100047/chapters/What-Is-Action-Research%C2%A2.aspx

http://gse.gmu.edu/research/tr/tr-action

Knowledge Gap:
http://deepblue.lib.umich.edu/bitstream/handle/2027.42/88070/RRQ.41.2.2.pdf?sequence=1

College and Career Readiness:
http://schools.nyc.gov/NR/rdonlyres/6B010D24-96F0-4C21-BE8E-122C6C992215/0/CopyofCollegeandCareerReady.pdf

National Forum on Libraries and Teens -- Next Steps
working document

PHASE 1: Report Roll-Out - 2014

How	Who	When	Notes
e-blasts	Beth	Jan. 2014	sent an e-blast to all contacts collected throughout the Forum project
Snail mail	Anna	April – May 2014	Initially used a list of 80+ partners and GSLIS mailing list. Also, send out copies as requested via the online form
Article placements –in state library newsletters & in publications beyond the library community	Anna (in state library newsletters) Taskforce (in youth & library related pubs)		Articles placed on IMLS Up Next blog & NWP blog in Jan. 2014
Online discussions	Nicole Munguia	Held 5 in March 2014—ea. 1 on a different topic from the report	On certain topics, or for certain audiences
Online training	Nicole Munguia	Throughout 2014	Each live YALSA webinar will focus on a different topic from the report
Supplementary materials – Books, one-pagers (for specific audiences), fliers, canned presentations, materials faculty can use w/ grad students	taskforce		
blogging	Crystle Martin	Ongoing	
Annual conference session	Taskforce	June 2014	completed
Conferences (non ALA)	Taskforce	NAA in Feb. 2014	e.g. IFLA, ISTE, ASRL, AASL, ALSC
Twitter chats/take-overs	Anna with support from taskforce		
infographic	Beth will work with		

	ALA Production Services		
YALS	Jackie & Linda	As new info is released	Put an initial announcement in the winter 2014 issue and another about the Google Hangouts in the spring 2014 issue. Fall 2014 issue is themed "Yes, You Can" and will focus on strategies for implementing report recommendations
Advertising	Jackie	Summer 2014	Placed an ad in Youth Today for their back to school issue

PHASE 2:

Aligning/Leveraging YALSA resources – 2014 and 2015

How	Who	When	Notes
Revisit all our guidelines and papers	National Guidelines Oversight Committee	2014 - 2015	Added to 2014 – 2015 Strategic Committee Task list: supposed to submit recommendations by 12/30
Compare the Research Agenda w/ the report to see if there are any gaps	Research committee	2014 - 2015	Added to 2014 – 2015 Strategic Committee Task list: supposed to be working on this throughout the year and be done by June 2015
Incorporate into next strategic planning process	Board, SP committee	2014	
Revisit committee groups (espec. Administrators' Resources TF, National Guidelines Oversight) and annual process committee task list	board	2015	
Inventory products and propose new ones for board consideration if there are gaps	Staff, Publications Advisory Board	2014 - 2015	Publications Advisory Board supposed to submit recommendations by 12/30
Revisit digital badges – maybe only if	Nicole, Linda	2015	

Competencies change?			
Revisit all grant applications & criteria, especially those focused on programming -- do they ask for measurable outcomes and/or require a partnership?	Nichole	2014	In progress

Helping members – 2014 and 2015

How	Who	When	Notes
Help members share this with their administrators by creating check list, tips, etc.	taskforce		One draft document has been shared w/ the President, Board Liaison & ED
Create a preconference or summit for Midwinter 2015, or a stand-alone conference, or regional conferences	taskforce	2014	half-day session on Fri. afternoon is in the works
Providing funding to help implement changes, explore emerging practices, etc. – have the YALSA Board have a strategy session on realigning or finding new resources to do this	board	2014 - 2015	Applied for IMLS grant in Sept. 2014. Board will want to discuss options beyond IMLS
Find and leverage partners (individually or create a coalition?) who can collaborate with us (Sandra gave the example of Project Connect from AASL and Follett)	Board –maybe capacity building committee, executive director		
Create and provide incentives: travel money, recognition to members	board		Seems like the board needs to discuss, in order to determine desirability, feasibility, etc.
What about creating an online self assessment (with the planning questions included in the report) and learning plan? Or create a professional development			Seems like the board needs to discuss, in order to determine desirability, feasibility, etc.

package/subscription where learning and member discussion takes place around one assessment area per month? Completion documents outlining the report and information learned/covered could be sent to managers/admin of participants.			
Build this focus into the mentoring program	Nicole	For the 2014 – 2015 cohort	
Identify Academy video topics & recruit people to make them	Taskforce	2015	
JRLYA: send out a new call for papers after Jan. 6	Denise Agosto	April 2014	
YALS: recurring column or update, revisit four broad topics for issues, focus on a specific part of the report for the fall 2014 issue (maybe a 'yes you can' issue, encourage people to rethink what they do, and what they can stop doing in order to make room for the new)	Linda Braun	Oct. 2014	Fall 2014 issue will feature theme & launch the new column
Create & provide a means for collecting and sharing success stories from those members who've begun making changes based on the report's recommendations	Taskforce researches options and makes a recommendation to the board		
Create & provide an online space for those on the leading edge of making changes based on the report to connect with one another and exchange ideas and information	Taskforce researches options and makes a recommendation to the board		

Getting buy-in from the library community

How	Who	When	Notes
work with RUSA youth section to update YA ref guidelines and other? ·	New joint committee		President needs to inform them
collaborate with other divisions such as LLAMA to host webinar/write articles/etc about why engaged teens and young adults matter in community and workforce development	Taskforce, articles Nicole, webinars		
Work with other Divisions such as ALSC to promote to their membership. Joint program/alignment some how	staff	Summer/Fall 2014	Beth emailed AASL, ALSC, LLAMA and PLA in July 2014 and got no response from anyone but LLAMA, who is not interested
Host panel/discussion/conversation with leaders in other divisions (AASL, PLA, other) to identify alignments/discuss impact	taskforce		
collaborate with ULC to host webinar/write articles/etc about why engaged teens and young adults matter in community and workforce development	staff		Beth emailed July 2014, but nothing came from it
Have a presence at the ALISE conference	Research Committee	2015	Added to the 2014 – 2015 committee task list