

YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
June 23 – 27, 2017

Topic: Measuring the Impact of YALSA Groups

Background: Due to the recent changes in YALSA structure, O&B does not currently have a plan in place to adequately measure the success and impact of the committees, juries, task forces, and advisory boards. While there are Standing Board Committees looking at the outcomes of individual groups, there is no plan in place that addresses the issue in a consistent manner across all appointed groups. This was brought up at the February Board chat in a discussion about measuring the impact of YALSA's volunteers and appointed groups. As chair of the Organization & Bylaws Committee, Melissa McBride presents the following for the Board's consideration. The Board should take note that this proposal only addresses the issue of measuring the impact of appointed member groups, not other volunteer contributions such as blogging, presenting at conferences, writing for journals, conducting advocacy activities, etc.

Action Required: Discussion

Proposal

- Begin this effort by instituting an exit survey for appointed member groups on a trial basis for one year, beginning in July 2017 and ending June 2018
- At the same time, Organization & Bylaws will research and evaluate nonprofit and association industry best practices in measuring the outcomes and impact of members and volunteers and present their findings to the Board for their 2018 Midwinter Meeting
 - O&B will also use current Board evaluations, such as this proposed exit survey and the jury pilot evaluation, to inform their research and exploration.

Rationale

- This effort supports the following areas of the Learning Agenda, which is included in the Organizational Plan:
 - Techniques for collecting data about members, people in the profession, and libraries consistently and unobtrusively to measure progress toward the transformation

- Measurement is a way to provide feedback not only to the Board, but to the chairs and appointed groups and group members as well.
- An exit survey would provide additional information about the appointed group experience beyond the quarterly chair report. Feedback from individual group members can give insight into the efficacy of intra-group communication, clarity of a group's assigned charge, evaluation of virtual environments, and more.
- Exit surveys can indicate specific skills and benefits obtained by group members.
- Exit surveys are flexible tools, easily modified if different information is requested by the Board.
- Leveraging research into industry best practices to develop recommendations for an outcomes measurement plan for YALSA will allow the Board to ensure the goals outlined in the Organizational Plan are being met.

Proposed Survey Process

YALSA staff use Exit Survey questions to build the online survey, and sends survey to group members as they finish their term. Survey results can be made available to Standing Board Committees for discussion on a quarterly basis, to coincide with Chair Reports.

Draft Exit Survey

The draft exit survey was constructed in response to the Board chat held on February 3, 2017.

The Board expressed interest in learning about the internal workings of individual appointed groups to: spot potential problem areas; identify best practices; give prospective group members realistic expectations about work, and to discover if group members gain skills that they can use in their regular jobs. The survey will be anonymous, and each question will include a Likert scale and comment box.

1. Did you watch the recorded virtual training session and participate in the live orientation and Q & A?
 - a. *Purpose: determine a baseline to inform answers to other survey questions*
2. Did you receive adequate orientation? Was your role well explained?
 - a. *Purpose: Determine best practices and identify problems*
3. The focus and purpose of the group was clearly stated in the charge.
 - a. *Purpose: Alert Board of problems relating to the clarity of the charge.*
4. The work, as outlined in the group's task list (for strategic committees) or charge (for all other groups), was successfully completed.
 - a. *Purpose: Gain perspective of all group members in terms of meeting the group charge.*
5. The chair was an effective leader of the group.

- a. *Purpose: Determine if chair is qualified for other leadership opportunities or needs more coaching.*
6. The virtual environment was used effectively in accomplishing the work of this group.
 - a. *Purpose: Determine best practices and identify problems*
7. Approximately how many hours per month did you spend doing work for this committee?
 - a. *Purpose: Obtain realistic estimates for prospective group members, and measure the value that volunteers are contributing to the organization.*
8. Did you feel you were needed, appreciated and able to use your skills?
 - a. *Purpose: Gather data that can be used in recruitment and orientation.*
9. What advice would you offer new group members?
 - a. *Purpose: Gather data that can be used in recruitment and orientation.*
10. How would you improve the way the group functions?
 - a. *Purpose: Determine best practices and identify problems with group effectiveness.*
11. While serving on this group, I gained knowledge and/or skills that I will use in my job.
 - a. *Purpose: Gather data that can be used in recruitment.*
12. I increased my professional network by serving on this group.
 - a. *Purpose: Gather data that can be used in recruitment. Determine variables that are conducive to networking, such as the nature of the work or the leadership style of the chair.*

Questions for the O&B to Consider During their Research

- What are our biggest needs and priorities around outcomes measurement that should be tackled first?
- In terms of volunteer work, what measurements would best help the Board monitor and assess our progress toward fulfilling the goals of the Organizational Plan?
 - How best do we prioritize what data and information is needed?
- How can we best monitor the progress of and measure the impact of different groups, including:
 - The Board
 - Appointed groups (committees, juries, advisory boards and taskforces)
 - How can the Quarterly Reporting Form be better leveraged to monitor progress?
 - Should there be an annual report from a chair at the end of the committee

term to identify outcomes and accomplishments of the committee over the past year? (as suggested by committee chairs at the November Strategic Committee Chair Chat)

- Bloggers and the content experts on the Hub
 - New volunteer activities, especially those that are short-term and opt-in
 - The members' front-line activities that directly support YALSA's work, such as participation in District Days, National Library Legislative Day, Teen Tech Week, etc.?
- What sort of trend analysis related to volunteer work and impact, if any, is needed? What pieces of data? And how often?
 - Who needs to be engaged in the work of measuring outcomes and impact?
 - Who within YALSA, ALA, or our stakeholders has relevant expertise in this area that we can draw on?
 - What existing tools are in place in YALSA and ALA that we can leverage?
 - How much of an issue is capacity when it comes to finding time and resources to monitoring progress and assessing impact? How can we get the information we need without requiring too much capacity?

Financial Implications

- Staff, board member, and work group member time will be needed for the exit surveys.
- It is possible that one of Organization & Bylaw's recommendations presented at the 2018 Midwinter Meeting might have some financial impact.

Possible Next Steps

1. The Board directs the Executive Director to work with staff to implement the exit survey for 2017-2018.
2. The Board directs Organization & Bylaws to research and evaluate current nonprofit and association industry best practices regarding measuring the outcomes of volunteer contributions and to submit recommendations regarding a viable measurement strategy for YALSA to the Board for consideration at their 2018 Midwinter Meeting.

Additional Resources

- 2017 Midwinter Board Document #44, Measuring the Impact of Volunteers, http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/VolunteerImpact_MW17.pdf
- Notes from Feb. 3, 2017 Board Chat, https://docs.google.com/document/d/1rlcRNLj8tQz8w3r_v3ulMGeWw1a3KQRTiN4oA8oMFMk/edit?usp=sharing
- Clarke, Kristin. "Create Surveys That Generate High Quality Results." *ASAE: The Center for Association Leadership*. November/December 2015. https://www.asaecenter.org/resources/articles/an_magazine/2015/november-december/create-surveys-that-generate-high-quality-results
- YALSA Organizational Plan, <http://www.ala.org/yalsa/aboutyalsa/strategicplan>