

**Fall Executive Committee Meeting
October 26-27, 2012, Chicago**

Topic: Staying Mission Focused

Background: In order to accomplish YALSA’s goal of every library offering quality services and programs for and with teens, the Board needs to stay focused on the mission of the organization. The Executive Committee may want to discuss strategies for keeping the Board mission focused and any steps that may be necessary in order to more closely align the current work of the organization to YALSA’s mission and strategic plan, as staying mission is one part of ensuring that YALSA has the capacity to reach its goals.

Action Required: Discussion

YALSA’s Mission

The Young Adult Library Services Association (YALSA) is a national association of librarians, library workers and advocates whose mission is to expand and strengthen library services for teens, aged 12-18. Through its member-driven advocacy, research, and professional development initiatives, YALSA builds the capacity of libraries and librarians to engage, serve and empower teens.

Questions to Consider

- Do we do what we say we do?
- What constitutes success? How do we know we’ve fulfilled our mission?
- If our goal is to increase the number of libraries that offer quality teen services, what do we need to do to achieve that?
- What can YALSA do to help its member leaders and committees stay more mission focused?
- How can we more fully integrate popular member engagement activities which might seem less mission-focused with those that are?
- Which activities are less aligned with our mission and which ones are more closely aligned--or which ones fulfill our mission and strategic plan more strongly and holistically.
- What are we doing that doesn’t support our goal?

Additional Resources

- Mission Drift, What is It, Potential Impacts and Recovery Methods, <http://ow.ly/eyjwI>
- A Mission-Driven Organization Case Study: The Joshua Collingsworth Memorial Foundation, <http://ow.ly/eyjbb>
- Nonprofits: How to Recognize a Mission Drift, <http://ow.ly/eyk3J>