

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

Topic: Association Outcomes for YALSA

Background: The latest YALSA strategic plan will be released in 2015. The strategic planning process gives the association an opportunity to think beyond the plan and consider the outcomes it wants to work towards as a part of the strategic plan and the *Future of Libraries for and with Teens* report. The Executive Committee will want to discuss how outcomes based assessment can be used by the association and plan for developing a set of outcomes that support the work of the association, the futures report, and the new strategic plan. Linda Braun has provided some information below to guide the discussion.

Action Required: Discussion

The Value of Outcomes: As YALSA continues to look at ways to build revenues, access grant funds, plan and implement new projects, and develop overall capacity, being able to articulate the impacts/outcomes of the work the association does and how it measures those impacts will continue to gain importance. If YALSA develops a set of outcomes based on the new strategic plan, it will be easier to align those outcomes with projects as they are discussed, decided upon, marketed, and funded. Building, monitoring and measuring outcomes will ultimately make it possible for YALSA to move more quickly in making decisions and build capacity. Taking an outcomes focused approach will also help YALSA model a practice that many of their members are being asked to gain skills in.

Possible Next Steps: In order for the association to take an outcomes-based approach to assessment and planning:

- The YALSA Executive Committee determines that the association should take on an outcomes based assessment approach to their work and gets approval from the Board.
- The full YALSA Board participates in outcomes based assessment training **OR** the Executive Committee along with the Strategic Planning Committee takes part in outcomes based assessment training.
- Using the new strategic plan and the YALSA Futures Report the Executive Committee develops a set of outcomes and impacts for YALSA to present to the full Board at Annual 2015.
- The Board will provide feedback on the draft outcomes at Annual 2015, revisions will be made, and the outcomes will be approved by August 31, 2015.

Questions to Be Addressed:

- How do we successfully connect the outcomes approach with the strategic planning currently taking place?

- How do we make sure that YALSA Executive Committee and Board members have the skills necessary to successfully develop high-quality outcomes?
- What is the capacity of the association to take on this new approach to assessment and planning?
- How does the association measure the success of this new approach to planning and assessment?

Resources

- **The Non-profit Outcomes Toolbox** <http://outcomestoolbox.com/>
- **The Outcomes Indicators Project**
<http://www.urban.org/center/cnp/projects/outcomeindicators.cfm>
- **The Nonprofit Center Outcomes and Evaluation Resources**
<http://www.nprcenter.org/evaluation-outcomes>
- **Association Forum of Chicagoland: Performance Measurement and Metrics**
<http://www.associationforum.org/Resources/Samples.cfm?ItemNumber=852>