

**YALSA Board of Directors Meeting  
ALA Annual Conference, Las Vegas  
June 27 – July 1, 2014**

**Topic:** Strategic Planning Timeline

**Background:** YALSA’s last round of strategic planning took place in early 2011. As seen in the Action Plan, YALSA has made significant progress toward achieving the goals and objectives in its 2011 plan. Due to the changing library environment--especially the paradigm shift described by The Future of Library Services for and with Teens report--a new round of planning is now desirable. The next round of strategic planning will begin at Annual Conference 2014 in Las Vegas, and the goal is to have a new plan in place by no later than Annual Conference 2015. YALSA’s Strategic Planning Committee has provided an overview of the planning process below.

**Action Required:** Information

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**Overview**

The Strategic Planning Committee charge is “to work with the YALSA Board throughout the strategic planning process” and “to connect with members to ensure an inclusive planning process.” A timeline has been established for this process.

The first step in preparing to revise the Strategic Plan is gathering and analyzing feedback from the membership. Member input will begin with a face-to-face strategic planning session led by the Strategic Planning Committee at Annual Conference (Deciding What’s Next for YALSA, Monday, June 30, 10:30-11:30 AM, LVCC - N112).

Following Annual, the committee will conduct surveys of members, nonmembers, and YA services stakeholders. The committee is currently reviewing surveys conducted in 2011 and 2012 and will create revised surveys for 2014. The survey will be promoted widely through the YALSA E-News, social media, blog posts, and listservs.

Once the survey is closed, the Committee will analyze the results and submit a report to be shared with the Board by the end of August, in preparation for a September Board discussion on ALA Connect.

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Throughout the process, the committee will publicize opportunities for member input and provide updates on the planning process through the YALSA E-news, posts on the YALSA blog, listservs, and social media.

The Executive Director will seek a contractor to facilitate the board and member leader planning sessions at ALA Midwinter 2015.

<b>Item #</b>	<b>Timeframe</b>	<b>Activity</b>
Item #1	June 1-30, 2014	<ul style="list-style-type: none"> <li>Committee revises member survey for 2014 and begins writing blog posts and other communications that will be used in July.</li> </ul>
Item #2	June 11, 2014	<ul style="list-style-type: none"> <li>Info about new round of strategic planning and “Deciding What’s Next for YALSA” session goes out in YALSA e-blast to conference registrants</li> </ul>
Item #3	June 30, 2014	<ul style="list-style-type: none"> <li>“Deciding What’s Next for YALSA” (open face-to-face strategic planning session) held at Annual Conference in Las Vegas.</li> </ul>
Item #4 Item #5	July 1-15, 2014	<ul style="list-style-type: none"> <li>Onboarding of 2014-2015 Strategic Planning Task Force members. (Per bylaws change, Strategic Planning will be a task force rather than a committee as of July 1.)</li> <li>Task force analyzes results of “Deciding What’s Next for YALSA” session and writes summary report for the Board.</li> </ul>
Item #6	July 9, 2014	<ul style="list-style-type: none"> <li>Link to member survey goes out in YALSA E-News.</li> </ul>
Item #7	July 9-31, 2014	<ul style="list-style-type: none"> <li>Task force communicates with members about the new round of strategic planning, why it is important, and explains the need for member engagement in the process through weekly posts to YALSA blog.</li> </ul>
Item #8	Aug 1-31, 2014	<ul style="list-style-type: none"> <li>Task force analyzes results of member survey and writes summary report for Board.</li> <li>Survey results shared with membership.</li> </ul>
Item #9	Sept 2014	<ul style="list-style-type: none"> <li>Board reads and reviews the member survey results</li> </ul>
Item #10 Item #11	Fall 2014	<ul style="list-style-type: none"> <li>Do a perception survey, if needed, to drill down on any survey results.</li> <li>Do a Virtual Town Hall, if needed, to drill down on any particular survey results</li> </ul>

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Item #12	Oct 2014	<ul style="list-style-type: none"> <li>● Board October E-Chat to discuss survey results</li> <li>● Exec Committee meets for Fall Exec</li> </ul>
Item #13	Nov 14-16	<ul style="list-style-type: none"> <li>● If needed to drill down on survey data, hold a session at the YA Literature Symposium in Austin</li> </ul>
Item #14	Nov 1-Dec 31	<ul style="list-style-type: none"> <li>● Executive Director, President, and Task Force discuss outcomes from Board Planning Session via conference call</li> </ul>
Item #15	Jan 30, 2015	<ul style="list-style-type: none"> <li>● SP contractor conducts Board &amp; Member Leader Strategic Planning Sessions at Midwinter 2015 in Chicago.</li> </ul>
Item #16	Feb 1-28, 2015	<ul style="list-style-type: none"> <li>● SP contractor creates draft based on outcomes from Board &amp; Member Leader Strategic Planning Sessions at Midwinter.</li> </ul>
Item #17	Mar 1-15, 2015	<ul style="list-style-type: none"> <li>● Board reviews draft Strategic Plan.</li> </ul>
Item #18	Mar 15-31, 2015	<ul style="list-style-type: none"> <li>● Executive Director, President, and Task Force refine draft based on feedback received from board</li> </ul>
Item #19 Item #20	April 1 -15 2015	<ul style="list-style-type: none"> <li>● Board votes to adopt Strategic Plan</li> <li>● New plan is shared out with members</li> </ul>
Item #21	April 15 - May - 2015	<ul style="list-style-type: none"> <li>● Standing board committees develop Action Plan to implement new Strategic Plan (depending on the new strategic plan, board committees may need to be re-organized)</li> </ul>
Item #22 Item #23 Item #24	June 2015	<ul style="list-style-type: none"> <li>● Action plan is used to develop 2015 - 2016 Strategic Committee Task List</li> <li>● Proposed FY16 budget is reviewed and modified, if necessary to support new strategic &amp; action plans</li> <li>● Action Plan is shared out with strategic committees and members</li> </ul>

**Additional Resources:**

Current Strategic Plan

<http://www.ala.org/yalsa/files/aboutyalsa/strategicplan/stratplan11.pdf>

Strategic Planning Committee Description:

<http://www.ala.org/yalsa/workingwithyalsa/committees/strategicplanning>

New Round of Strategic Planning (Spring 2014)

[http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/StrategicPlanning\\_spring14.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/StrategicPlanning_spring14.pdf)

--Respectfully submitted, Joy Kim, Strategic Planning Committee Chair