
Action Plan for Strategy Implementation

Status as of June 10, 2010

Tactic: describe specific action to be taken

Who: name specific individuals and/or member groups

When: give a desired completion date

Resources: estimate any possible funding that might be needed and/or list any necessary resources

Status: after implementation begins on the Action Plan, periodically review the plan and provide updates on the progress here

Goal Area 1: Advocacy

Teen services within all libraries are highly valued as a result of YALSA's advocacy initiatives.

Objective (1): Increase the ability of YALSA members and library workers to advocate for teen library services. Strategies:

- a) Disseminate advocacy toolkit. (H)
- b) Train members to be advocates for teen services. (M)
- c) Create and refine updated talking points for members to use when advocating for quality teen services. (L)

Objective (2): Increase the community's understanding of the benefits of a strong teen library services program. Strategy:

- a) Develop and disseminate materials for members and library workers to use to articulate ROI.

Objective (3): Increase library institution support for teen library services. Strategies:

- a) Communicate to library schools the need for updated and expanded course offerings on young adult services.
- b) Communicate to state and regional library organizations the need for expanded library services within individual libraries and library systems.

Objective (4): Increase YALSA's ability to influence library decision makers. Strategy:

- a) Develop relationships with appropriate organizations to reach library decision makers in an effort to raise awareness of YALSA and its mission.

STRATEGY 1-A: disseminate advocacy toolkit (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Place full page pull ad in YALS, mention in YAttitudes & put on web site	Communications Specialist	Winter 09	Staff time	Completed: ad was actually placed in the Spring 09 issue

STRATEGY 1-B: train members to be advocates for teen services (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create and implement Midwinter institute on advocacy	Taskforce	2008	Member and staff time, AV costs, material duplication costs	Completed at the 2008 Midwinter Meeting
Create canned advocacy program and train members to deliver at state/regional conferences	Advocacy Task Force	June 09	Member and staff time	Completed: Program was created in Feb. & is online at http://tinyurl.com/2dch5f8
Create and disseminate blog posts and podcasts	Legislative Committee along w/ Blog Manager	Launch after MW09	Member time	Completed: Legislation Committee & Advocacy TF did “28 days of advocacy” on the blog in Feb. 09.
Create online education component	Consult with Advocacy task force to identify	Offer course or webinar in 2010	Instructor fee for development and delivery from PIO funds	Completed: Karen Keys developed & facilitated the webinar on May 20
Apply for an IMLS grant to implement a train the trainer program	Executive Director, President, grant writer	Dec 2009	Member and staff time. Up to \$4,300 for a grant writer, as per Board approval	Submitted grant Dec. 14, 2009. Will be notified in June 2010 of status of proposal.

Implement a fundraising campaign to support advocacy efforts	Financial Advancement Committee (FAC)	2010	Member and staff time	In progress. The FAC launched a “Give \$10 in ‘10” that will support costs related to Library Advocacy Day & District Days (see below)
Send members to Library Advocacy Day	Taskforce to judge applicants Board will debate about continuing past 2010	June 2010 & possibly ongoing	Staff and member time as well as up to \$5,000 in funds from Friends of YALSA (FOY)	In progress: identified 5 applicants who YALSA will fund for Library Advocacy Day. The 5 participants will then report on their experience and create an advocacy-focused learning experience for their library colleagues back home
Implement two rounds of District Days & provide resources and info to members to help them at the local level. Establish a taskforce to plan the 2011 round	Legislation Committee & Advocacy TF President & Board	2010 - 2011	Member and staff time	In progress: wiki page and space in ALA Connect is up. Blog post May 2010 with tips for getting started.

STRATEGY 1-C: create and refine updated talking points for members to use when advocating for quality teen services (L)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Review existing talking points	Communications Specialist	Feb09	Staff time	Completed: Communications Specialist reviewed talking points & made updates as needed.
Create flier for YA and secondary school librarians to distribute to VIPs and stakeholders that outlines the importance of library service to teens	Communications Specialist & Executive Director	May 2010	Staff time and printing costs (FOY funds)	In progress: goal is to have it ready to distribute at Annual so members can hand these out at District Days in Aug/Sept

STRATEGY 2-A: develop and disseminate materials for members and library workers to use to articulate ROI. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Identify effective materials to use with public	Advocacy Task Force	Throughout 2009	Member time	Discussed content to compile and share on the wiki page at Annual 09
Create & disseminate white papers	Various member leaders	Ongoing	Member time	Ongoing. Board adopted two white papers in 2008 and another two in 2009
Update the Competencies for Libraries Serving Youth document, then disseminate	Taskforce	Fall 2009	Member time	Completed: Board adopted updated version January 2010. Put online Feb. 2010, did webinar in April 2010. Sent info to SLIS May 2010.
Create flier for YA and secondary school librarians to distribute to VIPs and stakeholders that outlines the importance of library service to teens	Communications Specialist & Executive Director	May 2010	Staff time and printing costs (FOY funds)	In progress: goal is to have it ready to distribute at Annual so members can hand these out at District Days in Aug/Sept
Create and post advocacy focused content for the YALSA blog	Advocacy Taskforce & Legislation Committee	Ongoing	Member time	Ongoing
Establish taskforce to update the 2008 toolkit and create and market supplementary materials, such as a canned presentation on the benefits of strong YA services for administrators and trustees	President & Board	2010	Member time	Not yet undertaken as of May 2010

Encourage the out-going Advocacy Taskforce to submit a petition to become an Interest or Discussion Group to expand member participation	President	2010	Member time	Not yet undertaken as of May 2010
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STRATEGY 3-A: communicate to library schools the need for updated and expanded course offerings on young adult library services. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Use the JESSE listserv to reach students and professors with information about YALSA	Communications Specialist	Each August (as a 'back to school' message)	Staff time	On going
Attend and participate in an ALISE conference	YALSA leadership	2010 &/or2011	Funds for leader(s) to pay for hotel stay	Completed: YALSA's President attended the conference, staffed a YALSA booth & hosted a YALSA happy hour in Jan. 2010
Send a letter and white paper on importance of YA in SLIS to deans of library schools	YALSA President, w/ support from YALSA staff	Spring 2010	Cost of mailing	Completed: mailing went out Friday May 21 st .

STRATEGY 3-B: communicate to state and regional library organizations the need for updated and expanded young adult library services within individual libraries and library systems. (L)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create canned presentation regarding the need for updated and expanded YA services	Advocacy Toolkit Update Taskforce	Appoint taskforce in 2010 and launch updated	Member time	Not yet implemented as of 5/10

		toolkit for use with 2011 spring state legislative sessions		
Recruit members to attend & present on the topic at local, state and regional conferences and workshops	Taskforce and President	2010 to recruit & 2011 to present	Funds for materials and shipping; member time	Not yet implemented as of 5/10

STRATEGY 4-A: develop relationships with appropriate organizations to reach library decision makers in an effort to raise awareness of YALSA and its mission. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Approach LLAMA as appropriate about information sharing	Communications Specialist	Ongoing	Member and staff time	Not yet undertaken as of 5/10
Recruit members to write articles about relevant topics (such as the updated Competencies for Librarians Serving Youth) and submit them to the LLAMA journal, Library Worklife and/or <i>American Libraries</i>	President & Executive Director	Ongoing	Member and staff time	Not yet undertaken as of 5/10

Goal Area 2: Marketing

The value of YALSA’s Programs and services are understood and recognized by the profession, the media and the public.

Objective (1): Increase awareness about YALSA’s awards and selected lists among targeted segments of the public. Strategy:

- a) develop and use a brand identity for YALSA’s literary and media awards and lists. (H)

Objective (2): Improve member and library community knowledge of YALSA products and services. Strategy:

- a) promote YALSA’s products and services to members and the library community in diverse formats. (M)

Objective (3): Increase member and library worker utilization of products and services. Strategies:

- a) assess members’ knowledge and use of YALSA services. (H)
- b) evaluate assessment findings and develop and implement action plan based on the findings. (M)

STRATEGY 1-A: develop and use a brand identity for YALSA’s literary and media awards and lists. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Apply for pro-bono work from appropriate organizations like Tap Root, Net Impact & Northwestern University for grad students to develop logo & identity; failing acceptance YALSA staff will create	Executive Director	Summer 09	Staff time	Application submitted to Northwestern (2009) & Taproot (2010), but rejected. Application to Net Impact accepted and project completion is scheduled for June 2010.
Create & apply “best of the best” graphic and brand to existing marketing materials & update marketing messages, such as the	Communications Specialist	Fall 2010 for launch in 2011	Staff time	Not yet undertaken as of 5/10

tagline				
Explore the feasibility of selling branded products via Cafépress.com	YALSA staff	2010	Staff time	Completed May 2010. YALSA has a page at www.cafepress.com/yalsa
Evaluate YALSA's current branding efforts (incl. taglines, boilerplates, etc.) and make adjustments as needed to ensure they're current and impactful	YALSA staff	2011	Staff time	Not yet undertaken as of 5/10

STRATEGY 2-A: promote YALSA's products and services to members and the library community in diverse formats. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create award materials with appropriate vendor	YALSA Communication s Specialist	After each Midwinter	Staff time and funds to print bookmarks	Ongoing: Communications Specialist made downloadable bookmarks for each of the 09 literary awards.
Disseminate materials	YALSA Communication s Specialist	After each Midwinter	Funds for shipping bookmarks	Ongoing: Communications Specialist made downloadable bookmarks for each of the literary awards. They're posted on the website and went out via the Feb. 09 YAttitudes
Create simple template of current award winners for free downloading (with logo)	YALSA Communication s Specialist	After each Midwinter	Staff time	Completed April 2010 and published in YALS. Will post online in 5/10
YALSA logo on all presentations offered on behalf of YALSA at state and local levels	All presenters, working with YALSA staff	ongoing	Staff & member time	Ongoing: created canned presentations for the 09 Road Trip w/ logos, and updated them for 2010

Encourage inclusiveness of YALSA in all communications related to awards	YALSA Communication s Specialist	ongoing	Staff time	Ongoing
Establish a member taskforce specifically to support the marketing of awards and list	President & Board	Appoint in 2010 and taskforce would work from Feb. 1 2011 thru Jan. 31 2012	Member time	Not yet undertaken as of 5/10
Implement a web site redesign	YALSA web master & Website Advisory Committee	Put out RFP in fall 2009 and implement the redesign in 2010	Staff and member time. \$10,000 from operating budget	As if 5/10: contract with vendor signed, and contractor is currently working with a focus group on re-visioning the information architecture
Develop and launch a literary blog for teens that features YALSA's book & media award winners and recommended reading list selections	Establish a taskforce to do initial planning. Hire a blog manager and appoint an advisory board.	Recruit blog manager and appoint board in fall 2009. Launch blog in 2010	Staff and member time. Funds for designing the blog.	In progress: Blog manager is Sarah Debraski. Blog will launch in fall 2010.
Develop and disseminate a media kit that integrates YALSA's multiple advertising and sponsor opportunities in an effort to increase revenues and raise awareness of YALSA resources among vendors	Communication s Specialist	2010	Staff time	Completed: http://tinyurl.com/3y83dln

Create an iphone application that features YALSA's award winning and recommended reading that's searchable and organized by genre	Outside contractor	2011	Funds could be significant, depending on the level of the professional	Not yet undertaken
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STRATEGY 3-A: Assess members' knowledge and use of YALSA services. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create survey to assess knowledge	Division & Membership Committee	Summer 2009, for fall 2009 implementation	Member and staff time	Survey created. Was disseminated to members via Nov. 09 <i>YAttitudes</i> . Results are at http://tinyurl.com/ybwu8nh

STRATEGY 3-B: evaluate assessment findings and develop and implement action plan based on the findings. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Evaluate survey and submit recommendations to Board	Division & Membership Committee	Winter 2010	Member time	DMP Committee submitted recommendations in spring 2010.

Goal Area 3: Research

YALSA is a recognized source for access to targeted research benefiting members and the library community.

Objective (1): Increase member access to existing research relevant to library services to teens. Strategies:

- a) Launch research journal. (H)
- b) Market new and existing resources and opportunities. (M)

Objective (2): Increase opportunities for members, academics and library professionals to direct original research that fills gaps in teen library services. Strategies:

- a) Launch research journal. (H)
- b) Work with appropriate organizations to create research opportunities. (L)

Objective (3): Influence appropriate external research-focused organizations to increase inclusion of library services to teens in their research agendas. Strategy:

- a) Establish a relationship with appropriate organizations. (M)

STRATEGY 1-A: Launch research journal. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Conduct Member Editor search	YALSA Executive Committee & Advisory Board Chair	Summer 09	Staff time to market Member Editor position & create web space	Jessica Moyer accepted the appointment to edit the journal.
Put out a call for papers	Editor, Advisory board and Communications Specialist	2010	Member and staff time, possible ad purchase	Not yet undertaken as of May 2010. President is following up to check on status.
Design web space for journal	Communications Specialist	2010	Staff time	Not yet undertaken
Market the journal	Communications Specialist	Once web site is live	Staff time, possible ad purchase	In progress: information included in the SLIS mailing and on the YALSA web site

STRATEGY 1-B: market new and existing research resources and opportunities. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
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Market research related resources at the state and regional level	Membership Coordinator via the Road Trip	As meetings occur	Staff time and funds for photocopying & shipping materials from Membership & Retention budget (project #5604)	Ongoing
Look for opportunities to talk with appropriate organizations, such as ALISE, about promoting research resources w/ their membership	President & Executive Director	ongoing	Member & staff time	Ongoing
Market the updated list of annotated research from the Research Committee	YALSA Communications Specialist	Summer and fall of 2009	Staff time	completed
Use web 2.0 tools to market and disseminate research and YALSA related resources	YALSA Communications Specialist, Blog Manager, Research Committee	Ongoing	Member and staff time	President will remind committee of this responsibility at the Annual 2010 All Committee Meeting

STRATEGY 2-A: Launch research journal. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Conduct Member Editor search	Executive Committee & Advisory Board Chair	Summer 09	Staff time to market Member Editor position & create web space	Completed: Jessica Moyer accepted the appointment to edit the journal.

Put out a call for papers	Editor, Advisory board and Communications Specialist	2010	Member and staff time, possible ad purchase	Not yet undertaken as of May 2010
Design web space for journal	Communications Specialist	2010	Staff time	Not yet undertaken as of May 2010
Market the journal	Communications Specialist	Once web site is live	Staff time, possible ad purchase	In progress: information included in the SLIS mailing and on the YALSA web site

STRATEGY 2-B: Work with appropriate organizations to create research opportunities. (L)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Work with ALA's Office for Research to develop a Research Agenda for YALSA & submit to YALSA Board for approval	Research Committee Chair and Executive Director	Submit to Board for Annual 2010	Staff and member time	In progress Committee expected to turn in draft Research agenda for Annual 2010. President is following up to check on status.
Begin implementation of research agenda	Research Committee w/ staff support as needed	Throughout 2010 and 2011	Staff and member time. Possibly funds from the operating budget, based on outcome of agenda	Not yet begun as of May 2010
Based on needs/priorities in the agenda, explore the feasibility of applying for a research grant from organizations like IMLS	Executive Director	2010 - 2011	staff time and possibly funds (some IMLS grants require matching funds)	Not yet begun as of May 2010

STRATEGY 3-A: Establish a relationship with appropriate organizations. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Connect with appropriate external research-focused organizations, such as Pew, and inform them about the need for including library services in relevant research	Executive Director	Ongoing	Staff time	Ongoing: <ul style="list-style-type: none"> ○ Met with IMLS and Pew in 5/09 ○ Spoke w/ Entertainment Software Assoc. in Sept. & Nov. ○ President attended Pew Conference spring 2010 ○ Pew participating in two 2010 YALSA pre-conferences.

Goal Area 4: Continuous Learning

YALSA’s continuous learning opportunities are offered in various levels and formats and are utilized by all members and available to others.

Objective (1): Increase participation in online educational opportunities. Strategy:

- a) Market CE opportunities to new and/or underserved groups. (M)

Objective (2): Increase regional training opportunities. Strategy:

- a) Evaluate the existing CE offerings and implement a plan for unifying the offerings into one portfolio as well as integrating new offerings into the portfolio. (H)

Objective (3): Enhance the ability for members to learn and implement new trends in technology services and needs.

Strategy:

- a) Create how-to guides and other training resources for members. (L)

STRATEGY 1-A: market CE opportunities to new and/or underserved groups. (M)

Develop marketing strategy for YALSA offerings both face-to-face and online	Program Officer for CE & Communications Specialist	Completed by Annual 10	Staff time	In progress
Implement new marketing plan for courses, webinars, etc.	Communications Specialist	Following Annual 10	Staff time, possible ad space purchase	In progress

STRATEGY 2-A: Evaluate the existing CE offerings and implement a plan for unifying the offerings into one portfolio as well as integrating new offerings into the portfolio. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Develop a plan for framework for one year's continuing education offerings including online classes and institutes that includes on-going evaluation of offerings	Program Officer for CE w/ input from Executive Director	Spring 2010	Staff time	In progress

STRATEGY 3-A: Create how-to guides and other training resources for members. (L)

Provide more Board training to ensure members are able to govern effectively	Executive Committee	2009 and 2010	Funds for Board membership in BoardSource, member and staff time	Added a Board Training session to Annual, beginning in 2010?. Began online monthly Board development sessions in 2009
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Provide info and training to chairs via podcasts	President, staff, blog manager	2009	Member and staff time	Done, but needs regular updating
Create guide for presenters and speakers	Program Officer for Continuing Education	2009	Staff time	Done fall 2009: http://tinyurl.com/2uurtjv
Create wiki with resources and information for Chairs	President, Executive Director Yoke	2009	Member and staff time	Completed in 2009
Update responsibilities for Chairs and group members & distribute	Ad-hoc Board committee	2010	Member and staff time	Completed May 2010
Create and distribute additional materials about running for YALSA office	Board, President, Executive Director	2010	Member and staff time	Completed May 2010

Create virtual training module for newly appointed selection committee members	Program Officer for CE, Program Officer for Conferences & Events, President and Executive Director	Launch in January 2011	Member and staff time	Not yet undertaken as of May 2010
Create online informational resources for members considering serving on selection committees	Program Officer for CE, Program Officer for Conferences & Events, President and Executive Director	Launch in August 2010	Member and staff time	Not yet undertaken as of May 2010
Create online training materials for chairs of member groups working primarily in a virtual environment	President and Program Officer for CE	Available July 2010	Member and staff time	In progress
Revisit the procedure for seeking and evaluating conference program proposals to ensure more timely programs and to increase member participation.	Program Officer for Conferences & Events	2011	Staff time	Not yet undertaken as of May 2010

Goal Area 5: Member Recruitment & Engagement

YALSA continues to grow as a result of a high level of member involvement, engagement and satisfaction.

Objective (1): Increase YALSA’s membership.

- a) Identify and recruit targeted member prospects. (H)
- b) Increase YALSA’s presence in library schools. (L)

Objective (2): Find appropriate ways to engage existing members.

- a) Incorporate member feedback into the decision making process. (M)
- b) Increase opportunities for member participation, especially virtually. (H)
- c) Enhance social opportunities for members. (M)

Objective (3): Implement efforts to ensure member retention.

- a) Increase satisfaction and loyalty among members.
- b) Assist members who have been negatively impacted by the recession.
- c) Ensure value of membership is well articulated and understood by members.

STRATEGY 1-A: identify and recruit targeted member prospects. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Identify potential members from ALA affiliates and round tables	Program Coordinator for Membership	2010	Staff time	In progress
Develop and send recruitment materials to targeted potential members	Program Coordinator for Membership and Division & Membership Promotion	Fall 2010	Staff time, possible funds for mailings incl. list rentals	Not yet undertaken as of May 2010

	Committee			
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STRATEGY 1-B: increase YALSA's presence in library schools. (L)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Implement a round of the YALSA Road Trip to library schools	Member group, such as a taskforce	Plan & promote in 2010 and implement in 2011	Member and staff time, cost of photocopying & shipping materials	Taskforce being assembled as of June 2010

STRATEGY 2-A: incorporate member feedback into the decision making process. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Establish regular schedule for gathering & evaluating member feedback via surveys & sharing with member leaders	Program Coordinator for Membership	2010	Staff time, survey monkey subscription	Completed: a single survey will be conducted annually in August. This will hopefully prevent survey fatigue in members.

STRATEGY 2-B: increase opportunities for member participation, especially virtually. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Expand virtual participation opportunities by transitioning Process Committees to all virtual groups	Board	2010	Member leader and staff time	Board approved this change in January 2010, which went into effect immediately
Promote Interest & Discussion Groups as opportunities for virtual engagement	Communications Specialist, member leaders	Ongoing	Member and staff time	Ongoing
Seek out alternative ways	President,	Ongoing	Member and staff	Ongoing

to engage members virtually, such as via the ALA Connect Opportunities Exchange	member leaders		time	
Implement regular online chats and brand as “First Wednesdays with YALSA.”	Communications Specialist, President, and Division & Membership Promotion Committee	Begin in summer 2009	Staff and member time	On going. May 2010: President will talk to in-coming DMP Chair about helping to market this effort.
Implement a web site redesign	YALSA web master & Website Advisory Committee	Put out RFP in fall 2009 and implement the redesign in 2010	Staff and member time. \$10,000 from operating budget	As if 5/10: contract with vendor signed, and contractor is currently working with a focus group on re-visioning the information architecture
Create an online speaker database	Executive Director Beth Gallaway & Kelly Czarnecki	Fall 2009	Member time	Completed: posted on the wiki in winter 2010
Develop and implement mentoring program	Mentoring TF, Program Officer for CE	2010 and 2011	Staff and member time	In progress: call for applications now out. Taskforce will match protégés with mentors in August. Training will take place in the fall, and the actual mentoring partnerships will take place in the calendar year 2011
Provide opportunities for members to participate virtually in selected Midwinter and Annual	YALSA Blog Manager	2009	Blog Manager and blogger time	Ongoing, At Midwinter 2009 and 2010 the YALSA blog included CoverItLive sessions for selected events at Midwinter and Annual Conference. These live feeds

Conference events				of the events provide real-time viewing of a program as well as opportunities for live interaction via chat and Twitter.
Create more opportunities for Past Presidents to stay engaged in the association	Immediate Past President, Membership Coordinator	Ongoing	Member and staff time as well as cost of breakfast function at Midwinter	Added a Past President's breakfast to Midwinter in 2008, created a Past President's listserv in 2010, established a Past Presidents' Lecture that will debut at Midwinter 2011, began sending birthday cards to Past Presidents in 2010, made a special appeal to Past Presidents to participate in the mentoring program in 2010

STRATEGY 2-C: enhance social opportunities for members. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
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Explore sponsorship opportunities for additional social opportunities	Executive Director	ongoing	Staff time	Ongoing
Gather member feedback to determine direction for future social opportunities, both face to face & virtual	Program Officer for Conferences & Events	2010	Staff time	Not yet undertaken as of May 2010
Implement regular online chats and brand as “First Wednesdays with YALSA.” Build in a face-to-face component where members are encouraged to gather to participate in the e-chats then have a social event.	Program Officer for CE, member leaders and Division & Membership Promotion Committee	Begun in summer 2009	Staff and member time	On going
Create more social opportunities at Annual	Program Officer for Conferences, member groups as appropriate	Ongoing	Member and staff time	Ongoing. Adding a speed social networking event for the 2011 conference

Based on survey, evaluate success of current social opportunities in terms of recruitment and engagement impact & make recommendations to the Board for	Division & membership committee	Submit recommendation to the Board for Annual 2010	Member time	In progress
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enhancements				
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STRATEGY 3-A: Increase satisfaction and loyalty among members.

TACTIC	WHO	WHEN	RESOURCES	STATUS
Implement 'personal touch' efforts	Program Coordinator for Membership and Division & Membership Promotion Committee	2009 forward	Member and staff time, cost of mailings	Ongoing. In 2009 implemented Friends of YALSA quarterly e-newsletter. In 2010 began sending anniversary cards to members who reached a milestone with the membership. In 2010 began sending birthday cards to Past Presidents.

STRATEGY 3-B: Assist members who have been negatively impacted by the recession.

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create Recession Relief Taskforce to develop and disseminate materials to support members	President & Board	2010	Member and staff time	In progress. Taskforce appointed in May 2010
Compile and share existing YALSA resources that can be helpful to members dealing with recession related issues	President & staff	2010	Member and staff time	Completed April 2010 and disseminated via a message to the membership for National Library Workers' Day. Resources are at http://tinyurl.com/YALSAhelp

STRATEGY 3-C: Ensure value of membership is well articulated and understood by members.

TACTIC	WHO	WHEN	RESOURCES	STATUS
Update member recruitment information on the YALSA web site	Communications Specialist & Program	2010	staff time	Completed March 2010

	Coordinator for Membership			
Re-evaluate Member Only resources on the web site and make recommendations to the Board for improvement	Web Advisory Committee	2010	Member time	Completed April 2010
Implement improvements to the Member Only portion of the web site, based on committee recommendations and Board feedback	Communications Specialist	2011	Staff time	Not yet undertaken as of May 2010