

ALA F&A/BARC - ALA FY20 Plan By Department

Date 6/13/2019

DEPARTMENT: Publishing

FY20 Strategic and Operational Priorities

What are your strategic and operational priorities in light of the prior three years' (FY17-FY19) operational and financial results?

Continue implementing FY18-20 strategic plans by unit, adjusting as needed based on results. Ongoing focus on revenue potential versus expense, viability of each unit's approach and product line. EDI is prioritized in staffing and product content. Across all units, two strategic priorities continue guiding new initiatives:

- Adding and developing internal (ALA) and external collaborations to leverage existing content.
- Following leads and building relationships with decision-makers whose influence can help increase average order size and secure more package sales and purchases, bulk registrations and subscriptions. Adjusting long-term sales goals and operations to more accurately reflect sustainable net revenue. New Booklist Editor/Publisher is equipped to maintain/grow advertising, subscription, licensing \$\$,

FY20 Key Initiatives and Desired Outcomes

What are the top initiatives that your department plans to undertake in light of those priorities? What outcomes constitute success?

Success for ALA Publishing is measured by net revenue, while supporting ALA's strategic directions. ALA Editions: Identify/address "anxiety points" to publish 55 new titles of controlled length, including AASL and RDA 3R-related titles. Release text books in synch with adoption cycle and add more targeted marketing. Increase bulk orders. Realize potential/build on FY19's new patron-facing pamphlets. Booklist: Repeat theme-based multiplatform campaigns to sell advertising packages of greater value than single item sales. Initiate live events exploiting Booklist's brand/content. Stem subscription loss. ALA Graphics: Develop royalty-based licensing arrangements. Continue operations cost savings. eLearning Solutions: Increase sales from centralized/bulk purchasers. Add ALA/external collaborations. Develop custom content offerings.

Key Assumptions/Risks/Opportunities

What assumptions are inherent in your plan? What risks are you watching in light of those assumptions? What additional opportunities do you anticipate may appear that may impact your plan?

Assumptions: Library funding, # of librarians/ LIS students remain stable. Move to new building enhances collaboration. RDA 3R product launches. Booklist Editor/Publisher gets up to speed quickly. Inherent risks: Speed of print ad sales decline increases. Booklist: Live events prove too resource-intensive; mergers and new contracts reduce licensing sales. ALA Editions: No bestsellers; LIS programs don't adopt N-S textbooks; pamphlets don't take off as product type. RDA, Editions, and eLearning: Revised RDA ramps up more slowly than predicted. More competing content available. GDPR and related legislation limits email marketing opportunities. Opportunities: Content/marketing collaborations. Bulk orders and leads. Custom content/events. ALA membership growth. More strategic focus on PD at conferences. IT adds cross-unit upsell in ALA Store.