

YALSA Board of Directors
ALA Annual Meeting
June 25 - 30, 2020

Topic: Greenlighting a Strategic Planning Consultant

Background:

The three-year strategic plan initially developed in 2016 was extended for one additional year. During this time, a transition in YALSA executive leadership led to unforeseen results and delayed the YALSA Board in drafting a new strategic plan. Throughout the 2019-2020 fiscal year, the YALSA Board renewed discussions on priorities and goals and arrived at the conclusion that external consultants were required to accurately assess member needs and assist the YALSA Board in drafting an updated strategic plan that infuses EDI throughout the association's work. This document is submitted by President-Elect Amanda Barnhart.

Action Required: Action

Proposal

Seek external consultants to guide the YALSA Board in drafting a new 3-year strategic plan to be adopted and develop a timeline for the adoption of an updated strategic plan.

Rationale

During the 2019-2020 presidential year, the YALSA Board held several discussions and determined the following:

- The current strategic plan will soon be two years out of date and association work requires updated priorities and goals to remain responsive in supporting library staff serving teens.
- The updated strategic plan should include EDI priorities set throughout the association's goals.
- The YALSA Board needs an updated study of members' needs to accurately draft updated priority areas and goals.
- The YALSA Board and YALSA staff do not have the capacity to draft an updated strategic plan on their own.
- The YALSA Board attempted drafting updated priority areas, but determined that an external source is needed to assist in facilitating its creation.

Financial Implications

There will be a cost associated with hiring an external consultant to guide the board through the process of developing a new strategic plan. However, funds initially set aside for what is now the discontinued YALSA Teen Summit will be redirected to funding the hiring of external consultants.

Staff time and member time will also need to be taken into financial consideration.

Measuring Impact

Evaluation of the updated strategic plan will be included in its implementation.

Alignment to Equity, Diversity, and Inclusion Goals

The adoption of a new strategic plan allows YALSA to continue to move its efforts forward in Equity, Diversity, and Inclusion by including them throughout updated priorities and goals.

Proposed Board Action

The YALSA Board directs the President and Executive Director to establish a budget for the 2020-2021 fiscal year for external consultants (which will come from the related document, “Defunding the Teen Summit for Strategic Planning”), and along with the YALSA President, create a draft timeline for the adoption of an updated strategic plan.

Additional Resources:

- Extension of Current Strategic Plan (Adopted in 2016):
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/BoardDoc30_Extend%20Current%20Strategic%20Plan.pdf
- Strategic Planning Timeline:
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/Board%20Doc_Strategic%20Planning.pdf
- “Defunding the Teen Summit for Strategic Planning” (see related Board Doc)