

**YALSA Board of Directors Meeting
 ALA Midwinter Meeting, Chicago
 June 23 – 27, 2017**

Topic: Providing Support to Interest Groups

Background: At the 2017 Annual Conference, the Board discussed a document that provided ideas and strategies for creating a more robust support network for Interest Groups, as well as encouraging more members to participate in them, especially those members who are interested in short-term, opt-in ways to connect with other YALSA members. The Board gave Diane Colson and Jennifer Korn feedback and directed them to revisit their proposal and prioritize the tasks, with keeping an eye toward opportunities to streamline processes to save member and staff time. Diane and Jennifer have provided an updated proposal below.

Action Required: Action

It is recommended that the high priority actions be addressed within the next 12 months, and mid priority addressed in next 18 months. Low priority items to be completed as YALSA Staff and Board members deem necessary and when capacity is available.

Priority	Task	Who	Time	Resource Use	Impact on IGs
High	Make minor updates to the content on YALSA Interest Group FAQ page.	Diane and Jennifer have content ready to go. YALSA Staff needed to post.	ASAP/ Once	Low: Board member and staff time.	Mid: Updated tips can make IG start up faster.
High	Send a promotional Interest Group email to YALSA members who submitted applications but were not selected to serve on a committee, TF, etc.	YALSA Membership Coordinator	Semi-annually, after appointments are made	Mid: Staff time to draft and send email.	High: Will encourage those members who want to be more engaged with YALSA but are either lacking needed experience or taking a forced committee gap-period, to stay engaged.
High	Create a one-page flyer or	YALSA Staff	Ready for distribution	High: Staff time for content	High: Can be distributed at ALA

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	infographic promoting Interest Groups to be distributed at conferences and information sessions.		at Annual 2018. Update annually with active Interest Group changes.	creation and design. Cost of printing.	conferences/ events, and state, regional, and local conferences/events. Past infographics have been well received by members.
Mid	Ask conveners to promote their Interest Group at least quarterly through YALSA e-news, blogs, social media, etc.	Board Liaison	Quarterly	Low: Time of IG conveners, Board Liaison, Blog managers, YALSA Communications staff.	Mid: Will alert members to IG work and encourage members to join IGs or start a new one. Will also alert YALSA staff, Board members, Blog managers etc to potential topics that need further exploration.
Mid	Use annual reports to identify potential publication, blog, or CE content and potential future YALSA member leaders for development.	Board Liaison and Board members	Annually	Mid: Time of Liaison and potential time of Blog Managers and YALSA staff	Mid: The benefit is potentially greater for YALSA as an organization. Would be a great way to promote IG as a path to increased engagement.
Low	Create and maintain a listserv or Slack Channel of IG conveners.	YALSA Communications Specialist, Board Liaison	Update as needed	Mid: YALSA staff time. If IGs can use Higher Logic, this could be easier to accomplish.	Low to Mid: Effectiveness and impact will depend on whether or not conveners actually use listserv.
Low	Develop a prioritized list of potential Interest Group leaders and topics to seed new groups	YALSA Board	TBD	High: Time consuming for Board members	Low to mid: Could help fill gaps, but may not be worth the effort at present.

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	and to seed new groups and offer targeted involvement opportunities for the identified members through marketing and personal contact.				
Low	Recruit Interest Group Conveners to participate in a crowd sourcing effort to create an Interest Group Convener manual or guide.	Conveners, YALSA Staff, Board Liaison	TBD	High: Great demand on YALSA Staff and Board time and on IG chairs.	Low: May not be necessary at this time.
Low	Prepare an evaluation of the above efforts to determine impact, and make recommendations for improvement as needed.	Board Members, IG conveners	2019	High: Time demand on Board members and IG Conveners	Mid: Evaluation is necessary to ensure limited capacity and resources are being used appropriately.

Questions to consider

- Are the priorities reasonable, given the current demand on YALSA staff capacity?
- Will the high priority items have the desired impact on increasing Interest Group Involvement?

Fiscal Implications

- Staff and Board member time as indicated in chart.
- Staff and Board time to measure impact of Interest Groups over time.
- Cost of meeting space should an All Interest Group meeting be scheduled at a conference or event.

Measuring Impact

- Compare the number of active Interest Groups from year to year.
- Compare the number of members belonging to Interest Groups from year to year.
- Track the involvement of members who move from Interest Group to committee, jury, or task force involvement.
- Track any programs, webinars, conference presence at ALA and other conferences, and other continuing education materials that arise from Interest Groups.

Recommended Board Action

The Board agrees to its responsibility to support Interest Groups as described, and directs the Executive Director to work with staff and leaders to make necessary work-flow changes so staff can support Interest Groups as described in this document.

Additional Resources

- Interest Group Board Document from Annual 2016
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/InterestGroups_AN16.pdf
- Interest Group Board Document from Midwinter 2017
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/InterestGroups_MW17.pdf
- YALSA Interest Groups
<http://www.ala.org/yalsa/workingwithyalsa/discussion>
- Interest Groups FAQ
<http://www.ala.org/yalsa/workingwithyalsa/faq>