

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Seattle  
January 25 – 29, 2013**

**Topic:** Mega Issue Discussion

**Background:** Mega issues are issues of strategic importance, which represent choices YALSA needs to make in defining the ultimate direction of its long-range plan. These issues represent potential impediments to achievement of YALSA’s Envisioned Future, and form a basis for dialogue about the choices facing YALSA. The Board can use these questions to create regular opportunities for strategic dialogue about issues facing the association and/or profession YALSA serves. In order to ensure that topics of strategic importance get addressed by the Board, the Board agreed to place one of them on the agenda for each meeting.

**Action Required:** Exploration

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**Mega Issue:**

Does YALSA’s name clearly and accurately communicate what the organization does?

**Rationale:**

Objective 5d in YALSA’s Strategic Plan states that “YALSA’s brand attracts new members, partners, sponsors, and funders.” Evaluating key brand components, such as YALSA’s name, logo, etc. can help YALSA meet the objectives in its capacity building goal.

**Items for consideration:**

- When the organization was established as the Young Adult Services Division in 1957, the term ‘teen’ was in use, but it was interchangeable with the term ‘young adult.’ Today, the terms have evolved such that ‘teen’ refers to a 13-19 year old and ‘young adult’ refers to an individual in his or her early 20s.
- Organization names can have a powerful impact. In 2006 a national organization dedicated to fighting hunger changed its name from “Second Harvest” to “Feeding America.” In less than two year’s time the organization’s fundraising grew 34%, and food donated or salvaged increased by 22%. After 30 years of doing business as America's Second Harvest, that name had 22% awareness; after the rebrand, "Feeding America" had more than 20% awareness by the end of 2009, just 16 months after launch.

**Resources to help guide the discussion (please access and read these prior to the meeting)**

- How Feeding America became the Go-To Cause for Marketers, <http://ow.ly/gFSJ2> (blog post)
- What’s in a Name? For Feeding America, Everything, <http://ow.ly/gFTrT> (blog post & video)