

**Fall Executive Committee Meeting
October 26-27, 2012, Chicago**

Topic: Mega Issue

Background: At the 2008 Midwinter Meeting Board Members and Chairs first created a list of “mega issues.” 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 YALSA Leadership can use these questions to create regular opportunities for strategic dialogue about issues facing the association and/or profession YALSA serves.

Action Required: Exploration

Question: How can YALSA build support for teen services via outreach to library directors and trustees?

Based on the findings of PLA’s 2102 PLDS Statistical Report in which only 33% of respondents reported having at least one full time teen services specialist on staff (down from 51% in 2008), what can YALSA do to help build support for teen services in libraries and increase the number of libraries who dedicate staff to teen services?

Do library leaders (e.g. directors, trustees) not see the worth of teen services librarians because they feel the focus is too much on books rather than services? Is this due in part because of the focus YALSA has on its selected lists and book and media awards?

How well does our strategic plan support the effort to expand teen services to all libraries?

- What action items do we need to incorporate into YALSA’s Action Plan to address this issue?
- Where/how does this issue fit into our strategic plan?

What do we need to do between now and Midwinter to help the board understand this situation and take possible steps to correct it and support teen services in libraries?

What might be some assumptions that library directors and trustees might have about teen services in libraries that are preventing them from building stronger teen services?

What partnerships or collaborative efforts might be desirable to help YALSA address this issue?

Are YALSA's resources allocated in a way that supports YALSA's goal of increasing the number of libraries who provide quality teen services?

Additional Resources

- 2012 PLA PLDS Statistical Report, www.ala.org/pla/publications/plds
- YALSA's Strategic Plan www.ala.org/yalsa/aboutyalsa/strategicplan