

**YALSA Board of Directors Meeting
2007 Annual Conference
Washington, DC, June 21-27, 2007**

Topic: Strategic Plan Remaining Activities

Background: During the 2007 Spring Executive Committee Call, the committee requested that the Strategic Planning Committee compile a list of remaining action items for YALSA's Strategic Plan for 2005-2008. Details are provided below.

Action Required: Discussion

Goal Area 1: Advocacy

The value of teen services within the library has increased as the result of YALSA member advocacy.

STRATEGY 1-D: Develop and offer a leadership institute for YALSA members. (FY07)

STRATEGY 1-F: ON HOLD AS PER EXECUTIVE BOARD FALL 2006 - Refocus more resources on creating partnerships with strategic national organizations with local affiliations. (FY05)

STRATEGY 1-G: Communicate to library schools the need for expanded course offerings in young adult services. (FY06)

Goal Area 2: Marketing

As a result of YALSA's marketing efforts, the profession of librarianship understands the value of the organization's products and services.

STRATEGY 2-A: ON HOLD - Conduct research to assess success of current marketing and communication activities and strategies. (FY06)

STRATEGY 2-B: ON HOLD - Create and implement an integrated and strategic marketing plan to communicate to members about YALSA products and services. (FY07)

Goal Area 3: Research

YALSA members and ALA recognizes the organization as a clearinghouse for library relevant teen research.

STRATEGY 3-C: Identify gaps in existing research. (FY06)

STRATEGY 3-D: NEW TIMELINE – ON HOLD WAITING FOR GAPS IN RESEARCH TO BE IDENTIFIED - Identify appropriate opportunities/grants for research projects. (FY06)

STRATEGY 3-E: NEWLY DEFINED - Create centralized clearinghouse for association research projects. (FY07)

Goal Area 5: Association Sustainability

YALSA is self-sustaining as a result of revenue growth.

STRATEGY 5-E: Create a targeted strategy to increase member retention. (FY06)

STRATEGY 5-F: Develop a targeted campaign to solicit new members. (FY07)

STRATEGY 5-G: ACTION PLANS TO BE DEVELOPED AT ANNUAL 2007 - Create member-only products and services that will attract new members and to retain existing members. (FY08).