

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Dallas
January 20 - 24, 2012**

Topic: Executive Director’s Goals for FY12

Background: At each Midwinter Meeting the Executive Director submits her goals to the Board. It is the responsibility of the Board to provide her immediate supervisor with feedback about the Executive Director’s performance at the end of each fiscal year. The goals can help guide the feedback the Board provides.

Action Required: Consent

There are 3 sets of goals included in the following chart: ALA’s goals, YALSA’s goals and the Executive Director’s personal goals. YALSA’s goals are developed based on the ALA Goals, ALA Strategic Plan and YALSA Strategic Plan. The Executive Director’s goals are developed based on the YALSA Strategic Plan and YALSA Goals.

FY12 Organizational & Unit Goals

Efficiency & Improvement

Goal	Accountabilities	Performance Measures
ALA: Demonstrate an increase in member satisfaction above the baseline established in FY 2011.		
YALSA: By August 31, 2012, will have a new web site, with a redesigned web architecture that better integrates social media and is more user-friendly.	<ul style="list-style-type: none"> • YALSA site is moved to Drupal operating system • New information architecture is implemented • Opportunities are available for member engagement through ALA Connect and other virtual means • Build in a mobile component to extend reach and offer members easy access to some of YALSA’s web content • Expand ways to deliver CE to members through the web site 	<ul style="list-style-type: none"> • Easier to find information on the site leads to fewer email and phone queries from members • Member satisfaction with redesigned site • Member use of web 2.0 resources for committee work, including ALA Connect • Participation via YALSA’s Facebook & Twitter pages continues growing • YALSA’s iPhone app featuring recommended reading for teens launches • Badges for Lifelong Learning competition materials available • Interactions with Mozilla and MacArthur Foundations on Badges project • Short instructional videos posted online
Personal: BY: By Aug. 31, 2012, I will have worked with member leaders to update online resources relating to governance and finance, and to oversee the use of social media to enhance board and committee communication and transparency	<ul style="list-style-type: none"> • Work with President to provide more virtual development opportunities to Board members, including ones on the topic of social media in an association setting • Work with the President to update the Board and Chair wikis • Work with the Financial Advancement Committee, Fiscal Officer and President 	<ul style="list-style-type: none"> • Communications and interaction with member leaders • Availability of expanded online resources relating to governance, fundraising and planned giving • Board and Chair wikis have current information and no dead links • Social media policy is posted in the online Handbook

**YALSA Board of Directors – Midwinter 12
Executive Director’s Goals for FY12**

	<p>to expand online resources relating to fundraising and planned giving</p> <ul style="list-style-type: none">• Work with the board to create and adopt a social media policy for committees• Work with the Nominating Committee on a manual for the committee• Create an online companion to YALSA’s award winning journal, <i>Young Adult Library Services (YALS)</i>	<ul style="list-style-type: none">• Training opportunities are well attended• Nominating Committee manual is available via their work space in ALA Connect• Online companion to <i>YALS</i> is launched
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Financial Performance

<u>Goal</u>	<u>Accountabilities</u>	<u>Performance Measures</u>
<p>ALA: General Fund net revenue will reach or exceed \$250,000.</p>		
<p>YALSA: By August 31st 2012, YALSA will have implemented strategies to secure both short term and long term revenues.</p>	<ul style="list-style-type: none"> • Publishing projects are completed in a timely manner • Major revenue streams are closely monitored and adjustments made as necessary • Apply for grant(s) to support YALSA programs and services • Implement fundraisers, such as the Midwinter YA Lit Trivia Night FUNdraiser • Continue to seek corporate sponsors and partners • Target large library systems, state libraries, etc. with CE opportunities • Evaluate ticketed events for revenue potential • Identify and evaluate possible new revenue streams • Create a strategy for planned giving and train board on their role • Create curriculum and training materials that will be made available for sale • Plan for 2012 YA Lit Symposium • Implement a targeted member campaign to individuals that have participated in recent YALSA events, like Teen Read Week 	<ul style="list-style-type: none"> • Three or more new books are published by YALSA in FY12 • New titles are marketed aggressively • Communications with large library systems, state libraries, etc. regarding CE opportunities • Ad placements in publications • Recommendations for new revenue streams submitted to the board for consideration • Other action items as determined by the outcome of board discussions • One or more grant applications are submitted • Fundraising event(s) yield at least \$2,000 in revenue • Planned giving strategy is adopted by the board • Curricular materials are available for purchase online • 2012 Symposium web site launched, call for proposals implemented, preliminary program developed, registration opens • Member recruitment mailing goes out

<p>Personal: BY: By August 31st, 2012 I will have worked with the Board to create a planned giving strategy as well as policies and guidelines around gift acceptance.</p>	<ul style="list-style-type: none"> • Revisit current YALSA policies and practices relating to planned giving and gift making and work with the board to make changes, as necessary • Help YALSA’s President plan and implement board discussions and training regarding its role in fundraising and planned giving, and provide information as requested • Research association best practices on fundraising and planned giving • Expand and update the list of planned giving prospects 	<ul style="list-style-type: none"> • Communications with member leaders and the ALA Development Office • Updated policies and procedures available on the web site • Expanded web resources for board members about planned giving and fundraising • Number of donors increases • Other action items as determined by the outcome of board discussions • Planned giving strategy is adopted by the board • Updated prospects list
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Members/Customers/Partners

Goal	Accountabilities	Performance Measures
<p>ALA: Total membership will grow by 1% over the total number of members as of 08/31/11. There will be a specific focus on retention of first year members.</p>		
<p>YALSA: By August 31st 2012, YALSA will have increased its presence as well as increased opportunities for member engagement at the regional, state and local levels.</p>	<ul style="list-style-type: none"> • Make plans for a YALSA presence at two or more state association conferences • Attend and participate in REFORMA’s 2011 conference • Advertise YALSA products, events and services at the state and regional levels • 2011 YALSA Road Trip is completed • Establish ties with state association YA round tables, sections etc. 	<ul style="list-style-type: none"> • Ads in state level publications • Expanded opportunities for member engagement are posted online • Number of individuals participating in the Road Trip • Attendance at REFORMA and state conferences • Increased awareness at the state level of YALSA and its services and resources
<p>Personal: BY: By August 31st 2012, I will have collaborated with YALSA leaders to evaluate member feedback and develop a plan that outlines a strategy for member engagement at the state and local levels.</p>	<ul style="list-style-type: none"> • Work with President to lead board discussions on member engagement • Ensure that member engagement issues are addressed in YALSA’s new strategic plan and implementation plan • Work with state library agency youth consultants to establish ties with state association YA groups • Work with the president to lead a board discussion about strategic partnerships with state organizations 	<ul style="list-style-type: none"> • Interactions with Board and the Division and Membership Promotion Committee • Board documents and decisions on member engagement and partnership issues • Other action items as determined by the outcome of board discussions • Engagement strategy is evident in new strategic plan and companion action plan • Communications with state library agency youth consultants

Personal Learning

Goal	Accountabilities	Performance Measures
<p>ALA: 100% of staff will undertake a training, educational and/or developmental activity and will complete and submit to their supervisor the Personal Learning Form.</p>		
<p>YALSA: By August 31st 2012, each staff member will develop & implement a personal learning plan that incorporates at least 3 learning or teaching activities to address identified needs.</p>	<ul style="list-style-type: none"> • Create job-specific learning plan to be presented with FY12 goals • Periodic check-in with supervisor to review/revise learning plan • Integrate learned skills/concepts into daily work and share new skill/knowledge with other staff when appropriate 	<ul style="list-style-type: none"> • Completed personalized learning plan • Document improvements in job performance resulting from personal learning/teaching
<p>Personal: BY: By August 31st, 2012, I will increase my knowledge and expertise of best practices in strategic partnerships and networking.</p>	<ul style="list-style-type: none"> • Seek out CE from relevant professional organizations • Apply key concepts I've learned from CE • Work with HR and supervisor as appropriate 	<ul style="list-style-type: none"> • Participation in at least one workshop, webinar, etc. • Incorporated new skill or adjusted existing skills based on what was learned in CE • Interactions with staff