

**YALSA Board of Directors Meeting  
 ALA Midwinter Meeting, Seattle  
 January 19-24, 2007**

**Topic:** Division Plans

**Background:** At the 2006 Annual Meeting the Board directed the Executive Director to find out if other divisions had both a marketing and a communications plan. Beth polled the other divisions and the findings are given below. The purpose of this exercise was to aid YALSA in deciding whether or not it was necessary to develop both a marketing and a communications plan as separate documents.

**Action Required:** Discussion

**Division Plans**

Division	Strategic	Business/ Financial	Marketing	Communications	Other
AASL	X				<ul style="list-style-type: none"> <li>• Staff do specific communication &amp; marketing plans for specific events</li> </ul>
ACRL— no response					
ALCTS	X	X			<ul style="list-style-type: none"> <li>• Publications</li> <li>• Membership</li> </ul>
ALSC— no response					
ALTA— no response					
ASCLA— no response					
LAMA— no response					
LITA	X				

**YALSA Board of Directors – Midwinter 2007  
Division Plans**

PLA	X (only plan PLA's Board approves)		X		<ul style="list-style-type: none"> <li>• Staff develops marketing plan</li> </ul>
RUSA— no response					
YALSA	X	X		X	