

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

Topic: Strategic Plan’s Action Plan Update

Background: The Strategic Planning Committee has provided up to date information on implementation of the Strategic Plan.

Action Required: Information

Action Plans for Strategy Implementation

Goal Area 1: Advocacy

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

STRATEGY 1-A: COMPLETED - Create “talking points” for YALSA members to use in giving presentations. (FY05)

STRATEGY 1-B: STATUS UPDATED - Develop advocacy training materials. (FY06)

TACTIC	WHO	WHEN	RESOURCES	STATUS
charge Task Force to investigate training options and costs	president	fall 2005		Not necessary— funding will come through the @ your library campaign
Develop online training materials	Task Force	Annual 06		Allen’s Note from 2006 fall exec – \$10,000 from PIO was transferred to YALSA for developing online training materials; Beth will work with Advocacy TF to get them started.

**YALSA Board of Directors – Midwinter 2007
Strategic Plan’s Action Plan Update**

STRATEGY 1-C: Develop a plan outlining the additional staff, financial, and volunteer resources to create an effective advocacy program. (FY05)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Develop the plan	Executive Committee and Staff	Complete in FY06		Will be implemented through the @ your library campaign

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

TACTIC	WHO	WHEN	RESOURCES	STATUS
Appoint a Leadership Institute Task Force	President			
Task Force develop plan for Institute and report to Board	Task Force			
Present Institute	Task Force	Midwinter 2008		On Schedule

STRATEGY 1-E: NEWLY DEFINED - Develop workshop materials for use within the local community to explain the value of library services for teens. (FY07)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Charge Taskforce on Advocacy w/ developing materials	President	Spring 06		
Taskforce develops materials	Taskforce	Spring – Jan. 07		
Taskforce reports to Board	Taskforce	Annual 07		
Disseminate materials to members	Staff	Annual 07		
Possible program		08		

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)

TACTIC	WHO	WHEN	RESOURCES	STATUS
---------------	------------	-------------	------------------	---------------

**YALSA Board of Directors – Midwinter 2007
Strategic Plan's Action Plan Update**

Identify strategic national organizations & give to PAT (Partnerships Advocating for Teens)				
Allocate funds for partnerships				
Develop action plan for furthering partnerships				

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

TACTIC	WHO	WHEN	RESOURCES	STATUS
Appoint Board subcommittee to explore issue further	President	July 05		Subcommittee: (Chair Stacy Creel-Chavez, Amy Alessio and Jessica Mize)
Gather & examine subcommittee data on Library School course offerings	Subcommittee	Fall 05		Fall 2006 exec - List of course offerings was compiled, but YALSA Office never received. List is being found and sent to YALSA Office.
Identify selected faculty members to present information to ALISE (Could be advanced graduate student and should deliver an approved brief written analysis to selected presenter)	Subcommittee	March 2007		
Presentation of data & recommendations to ALISE (possibly through	Selected faculty	Midwinter 2008		

**YALSA Board of Directors – Midwinter 2007
Strategic Plan’s Action Plan Update**

a panel presentation to the caucus of youth services SIG)				
---	--	--	--	--

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)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Hire market research firm to conduct research	Staff	Oct. 05	To be determined	Funds are limited. Beth will ask Development Office about possible alternatives or low cost options. Beth will contact Joan.
Present results at Annual	Board	June 06		

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

TACTIC	WHO	WHEN	RESOURCES	STATUS
				Note from Allen from fall 2006 exec - Beth was charged with investigating whether other Divisions have both Marketing and Communications Plan; she will report back to Board.

**YALSA Board of Directors – Midwinter 2007
Strategic Plan’s Action Plan Update**

STRATEGY 2-C: UPDATED - Collect anecdotal evidence and success stories to support the value of young adult librarians. (FY05)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Post query on listservs to collect quotes and success stories	Advocacy Taskforce	Fall 05		Fall 05: Pam asked chair to do this
Compile and categorize results	Advocacy TF	winter 2006		This has been done—categorized, too.
Write articles and disseminate	Members, YALS & YAttitudes	Annual 06		Sent to YALS
Submit data to Advocacy Task Force for their use and for further dissemination	Staff	Midwinter 2007	NEW ITEM	

STRATEGY 2-D: STATUS UPDATED - Create boilerplate packages to use for PR. (FY05)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Contact PIO for guidelines	Staff	Spring 05		Done
Create boilerplates	Division and Membership Promotion Committee	Charge - Annual 2005 Present to Board – Midwinter 06		YALSA staff created information, but needs organizing (fall 05)
Post on the Web site – Professional Development Center	Staff	Ongoing		Creation of White Papers and development of pieces dealing with immediate issues such as DOPA, social networking, book challenges, etc. have become the focus of this area.

Goal Area 3: Research

**YALSA Board of Directors – Midwinter 2007
Strategic Plan’s Action Plan Update**

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

STRATEGY 3-A: COMPLETED - Compile a bibliography of existing research relating to teen library issues. (FY05)

STRATEGY 3-B: REMOVED - Develop an annual research agenda. (FY06)

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

TACTIC	WHO	WHEN	RESOURCES	STATUS
Charge the research committee	president	Annual 05		Done fall 05
Develop a survey asking library school faculty to list potential “applied” research agenda items	Research Committee	Summer 2007		
Administer survey	Staff	Fall 2007		
Compile results	Staff	Fall 2007		
Analyze results and prioritize results into a 3-year research agenda and report to Board	Research Committee	Midwinter 2008		

STRATEGY 3-D: NEW TIMELINE – ON HOLD - Identify appropriate opportunities/grants for research projects. (FY06)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Charge research committee	President	Midwinter 2008		Waiting until gaps in research identified.
Conduct research for opportunities	Research Committee	By Annual 2008		
Disseminate information to members and publication	Staff	Fall 2008		

**YALSA Board of Directors – Midwinter 2007
Strategic Plan’s Action Plan Update**

committee				
-----------	--	--	--	--

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

TACTIC	WHO	WHEN	RESOURCES	STATUS
Maintain efforts on all strategies in this Goal Area	Research Committee	Ongoing	DRAFT	
Create web presence highlighting work in this area to make information accessible to members/researchers	Research Committee	By Midwinter 2008	DRAFT	

STRATEGY 3-F: REVISED - Identify board liaison to interact with other ALA divisions on research projects (Original). (FY05)

Charge Chair of the Research Committee to serve as liaison to interact with other ALA divisions on research projects. (New)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Appoint liaison Charge Research Committee Chair	President	Midwinter 2007		

STRATEGY 3-G: REVISED - Communicate with known data gatherers about our data needs. (FY06)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Follow up on current communications with data gatherers who have already been identified	Audra and YALSA staff	spring 05		Done
Identify additional known data gatherers	Staff	Jan. 06		OCLC, ALA’s Office of Research, NCES, NCLIS,

**YALSA Board of Directors – Midwinter 2007
Strategic Plan's Action Plan Update**

				IMLS, and ALISE
Communicate with them about known data needs	President	Spring 07	NEW DATE	

Goal Area 4: Continuous Learning

YALSA's continuing education opportunities are more accessible to a wider audience of members.

STRATEGY 4-A: Conduct member and member prospect research to determine education and information needs. (FY05)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Charge Professional Development Committee w/developing survey	President	Fall 05		Committee charged 10/18/05. Anthony Bernier appointed as SP liaison.
Develop survey	Committee	June 06 (show Board a progress report at MW 06)		DONE
Administer survey	Staff	Summer 06		DONE
Compile survey results	Staff	Fall 06		
Analyze results	Committee	Jan. 07		
Report findings & recommendations to Board	Committee	Spring 07		

**YALSA Board of Directors – Midwinter 2007
Strategic Plan’s Action Plan Update**

STRATEGY 4-B: REVISED - Research and pursue appropriate collaborative opportunities with other CE providers. (FY05)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Charge Professional Development committee with task	President	Annual 05		Postpone until after survey results.
Identify related CE providers	Committee	Annual 05 – Midwinter 06		Beth will investigate opportunities for CE with ALA/APA
Report to Board	Committee	Midwinter 07	NEW DATE	
Board selects CE providers w/ which to collaborate		Spring 07	NEW DATE	
Details/feasibility investigated	Staff	Annual 07	NEW DATE	

STRATEGY 4-C: REVISED - Develop additional regional institutes offered several times per year. (FY07)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Identify topics for possible institutes (see Strategy about conducting member research)	Midwinter Institute Task Force	Spring 2007	NEW DATE	
Present institute at Midwinter (to include curriculum, etc. to make replicable)	Midwinter Institute Task Force	Annually at Midwinter	NEW TACTIC AND DATE	

STRATEGY 4-D: COMPLETED - Select and develop distance learning programs. (FY05)

Goal Area 5: Association Sustainability

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

**YALSA Board of Directors – Midwinter 2007
Strategic Plan’s Action Plan Update**

STRATEGY 5-A: REVISED - Create new professional development opportunities that generate revenue over expenses. (FY05)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Charge Professional Development Committee	President	fall 05		Waiting for completion of survey.
Create framework for one new education program	PD Committee	Fall 05 and winter 06		This was Teens and Technology program but curriculum was never prepared to make replicable
Create marketing plan and organize education program	Staff	Spring 2007	NEW DATE	
Promote education program	Staff	Summer 2007	NEW DATE	
Conduct education program (possibly an Institute)	Staff and members	Midwinter 2008	NEW DATE	

STRATEGY 5-B: REVISED - Add publications that will generate revenue over expenses. (FY06)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Charge Publications Committee with identifying and adding publications	President	July 05		DONE - 10/25/05.
Review and prioritize publication ideas	Board			DONE
Complete & submit proposals for priorities	Publications committee and YALSA staff	Ongoing	NEW DATE	

STRATEGY 5-C: COMPLETED - Create a “Friends of YALSA” donor opportunity to establish a permanent endowment for YALSA operations. (FY05)

**YALSA Board of Directors – Midwinter 2007
Strategic Plan’s Action Plan Update**

STRATEGY 5-D: COMPLETED - Create program to obtain corporate sponsorships. (FY05)

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

TACTIC	WHO	WHEN	RESOURCES	STATUS
Charge Membership & Promotion Committee with creating strategy (especially for student members)	President	Jan. 06		Pam contacted Anne Heideman 12/5/05.
Present report to Board	Committee	Annual 2007	NEW DATE	

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

TACTIC	WHO	WHEN	RESOURCES	STATUS
Make YALSA information and applications available to all non-member attending YALSA training and workshops at conferences.	Division and Membership Promotion	Annual 2007	DRAFT	
Send YALSA information to accredited library schools and schools that offer school media specialist certifications for students completing their studies.	Division and Membership Promotion	End of 2007	DRAFT	
Place recruitment advertisements in American	Division and Membership Promotion	Second half 2007	DRAFT	

**YALSA Board of Directors – Midwinter 2007
Strategic Plan’s Action Plan Update**

Libraries, Public Libraries, Knowledge Quest and caucus newsletters.				
Offer a professional development certificate track to non-degreed new members joining YALSA	Professional Development	By Annual 2008	DRAFT	
Produce information on the benefits of being a member of YALSA and mass mail to all libraries	Division and Membership Promotion	By Annual 2008	DRAFT	
Provide special first time offers to new members joining YALSA.	Division and Membership Promotion	By December 2007	DRAFT	
Virtual Regional Advisory Board members will make information on joining YALSA available at conferences in their areas.	Virtual Regional Advisory Board and Division and Membership Promotion	By Annual 2007	DRAFT	

STRATEGY 5-G: Create member-only products and services that will attract new members and to retain existing members. (FY08)

TACTIC	WHO	WHEN	RESOURCES	METRICS