

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

**Topic:** Executive Director's FY 07 Goals

**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:** Information

---

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 Unit Goals, FY 2007

### Efficiency & Improvement

Goal	Accountabilities	Performance Measures
<p><b>ALA:</b> Implement specific improvements based on the results of the FY 06 member satisfaction survey.</p>		
<p><b>YALSA:</b> By August 31<sup>st</sup> 2007, will have adjusted its portfolio of CE offerings to better meet the needs of members and YA librarians.</p>	<ul style="list-style-type: none"> <li>• Evaluate the results of the Professional Development &amp; Conference surveys</li> <li>• Identify strategies to better meet members' CE needs</li> <li>• Begin implementation of strategies</li> <li>• YALSA will collaborate with the PIO and other appropriate media related groups to increase public awareness of YALSA's CE products and services</li> </ul>	<ul style="list-style-type: none"> <li>• Plan created to adjust conference offerings for 2008, based on feedback from member survey</li> <li>• YALSA will add at least one new work to its publication portfolio and implement plans for a revised edition of an existing work</li> <li>• New e-courses are in development and address needs identified in Professional Development Survey</li> <li>• One new licensed institute will be available</li> <li>• Plan for improving SUS program is available</li> </ul>
<p><b>Personal:</b>  <b>BY:</b> By August 31<sup>st</sup> 2007, I will have collaborated with the Board and other appropriate member groups to identify strategies and begin implementation of enhancing YALSA's CE offerings.</p>	<ul style="list-style-type: none"> <li>• Evaluate feedback from 2 surveys and share information with the Board and members</li> <li>• Work with the Board to identify strategies for improving YALSA's CE offerings, including: e-courses, conferences, institutes and SUS training</li> <li>• Begin implementation of strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Strategies identified and prioritized</li> <li>• Communications with the Board</li> <li>• Plan for conference improvements drafted</li> </ul>

## YALSA Unit Goals, FY 2007

### Financial Performance

Goal	Accountabilities	Performance Measures
<p><b>ALA:</b> General fund net revenue will reach or exceed \$250,000.</p>		
<p><b>YALSA:</b> By August 31<sup>st</sup> 2007, YALSA will have implemented new initiatives to increase overall revenue by \$100,000 over FY '06.</p>	<ul style="list-style-type: none"> <li>• Increase Teen Read Week revenues from sponsorship(s)</li> <li>• Add to YALSA's existing publishing portfolio</li> <li>• Continue branding of the Printz, MAE, and Alex awards</li> <li>• Manage the Friends of YALSA initiative</li> <li>• Develop new products to sell to members, librarians and educators</li> <li>• Build the new Teen Tech Week program so that it is attractive to members and sponsors</li> <li>• Implement dues increase</li> <li>• Find new ad rep for YALS and begin selling ad space on blog</li> </ul>	<ul style="list-style-type: none"> <li>• Teen Read Week '07 will have a corporate sponsor</li> <li>• YALSA will have signed a contract to publish at least one new work</li> <li>• Sales of seals will increase a minimum of 15%</li> <li>• YALSA will take in at least \$4,950 in donations from its new Friends of YALSA program</li> <li>• At least 3 new products will be available for sale before 8/0731,</li> <li>• Ad sales grow 10% over FY '06</li> <li>• Teen Tech Week will have at least 8 promotional partners and 5 products</li> </ul>
<p><b>Personal:</b> <b>BY:</b> By August 31<sup>st</sup>, 2007 I will have implemented strategies to launch, promote and manage the Teen Tech Week program.</p>	<ul style="list-style-type: none"> <li>• Work with the Development Office to attract potential sponsors</li> <li>• Oversee production of mailings and PR materials for Teen Tech Week</li> <li>• Work with member leaders to "sell" the new campaign to members</li> </ul>	<ul style="list-style-type: none"> <li>• PR materials and web content specific to TTW is available</li> <li>• Communications with Development Office and potential sponsors</li> <li>• Interactions and communications with member leaders</li> <li>• Numbers TTW week sponsors and partners</li> </ul>

**YALSA Unit Goals, FY 2007**

**Members/Customers/Partners**

<b>Goal</b>	<b>Accountabilities</b>	<b>Performance Measures</b>
<p><b>ALA:</b> Total membership will increase 4% over FY '07.</p>		
<p><b>YALSA:</b> By August 31<sup>st</sup> 2007, YALSA will have implemented targeted recruitment efforts to attract new members.</p>	<ul style="list-style-type: none"> <li>• Conduct member &amp; member prospect research to determine education &amp; information needs</li> <li>• Utilize registration information from Teen Read Week '06 to target and acquire new members</li> <li>• Increase presence &amp; recruit members at state and regional library association conferences</li> <li>• Work with John Chrastka to code specific member campaigns and track membership growth as a result of campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Of the 06 Teen Read Week registrants who were nonmembers, attain at least 50 new memberships</li> <li>• Attendance at regional and state library association conferences</li> <li>• Membership growth for FY 07 is at least 5% over FY 06</li> <li>• Survey results available</li> </ul>
<p><b>Personal:</b> <b>BY:</b> By August 31<sup>st</sup>, 2007 I will have developed and implemented a plan for acquiring new members.</p>	<ul style="list-style-type: none"> <li>• Develop new member recruitment materials</li> <li>• Work with John Chrastka to coordinate recruitment efforts</li> <li>• Work closely with YALSA's Division &amp; Membership Promotion Committee</li> </ul>	<ul style="list-style-type: none"> <li>• New recruitment materials are available</li> <li>• FY '07 membership reports show a significant increase</li> <li>• Communications with committee and John Chrastka</li> </ul>

**YALSA Unit Goals, FY 2007**

**Personal Learning**

Goal	Accountabilities	Performance Measures
<p><b>ALA:</b> 100% of staff will undertake a training, educational and/or developmental activity &amp; will complete and submit to their supervisor the Personal Learning Form within 10 days of this activity.</p>		
<p><b>YALSA:</b> By August 31<sup>st</sup> 2007, each staff member will develop &amp; 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"> <li>• Create job-specific learning plan to be presented with FY 07 goals</li> <li>• Periodic check-in with supervisor to review/revise learning plan</li> <li>• Integrate learned skills/concepts into daily work and share new skill/knowledge with other staff when appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Completed personalized learning plan</li> <li>• Weekly Summary &amp; Planning Guide forms</li> <li>• Document improvements in job performance resulting from personal learning/teaching</li> </ul>
<p><b>Personal:</b> <b>BY:</b> By August 31<sup>st</sup>, 2007 I will increase my knowledge and expertise of effective practices relating to association management.</p>	<ul style="list-style-type: none"> <li>• Seek out CE from relevant professional organizations</li> <li>• Apply key concepts I've learned from CE</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance at least one BoardSource workshop</li> <li>• Attendance at ASAE conference</li> <li>• Incorporated new skill or adjusted existing skills based on what was learned in CE</li> </ul>