

**Spring Executive Committee Meeting
April 19th, 2011 via Conference Call**

Topic: Strategic Planning Process

Background: The latest round of the strategic planning process kicked off in March with a membership wide online survey. A total of 1,079 individuals responded to the survey and 791 (73%) of those reported that they were current YALSA members. Priscille Dando, the Strategic Planning Committee Chair, has provided an update below.

Action Required: Discussion

**STRATEGIC PLANNING COMMITTEE PROGRESS REPORT
April 11, 2011**

Following the information report submitted for the March 2, 2011 YALSA Board meeting, ([Information Item # 10](#)), the Strategic Planning Committee has focused on publicizing a survey to determine priorities, trends, and issues facing members and the profession. The Committee shared responsibilities and completed the following:

- Wrote blurb for the March YALSA eNews announcing the survey.
- Posted to the YALSA Blog once a week for four weeks encouraging readers to take the survey and also explaining what the Strategic Plan means to them by tying recent initiatives to goal areas of the current Plan.
 - March 10: [YALSA Strategic Planning: What It Means to You + A Survey](#)
 - March 17: [YALSA Strategic Planning: We Need to Hear from You!](#)
 - March 22: [YALSA Strategic Plan Is Yours!](#)
 - March 30: [YALSA Strategic Planning: Last Chance to Participate in Survey!](#)
- Posted messages on YALSA listservs, LM_NET, and local and regional outlets encouraging participation in the survey. (YALSA Staff posted on Twitter and Facebook.)
- For the last week of the survey period, the Committee drafted a message for an all member email blast.

Currently, the Committee is analyzing the survey results and preparing a report for the YALSA Board to review May 1-15 in preparation for an ALA Connect discussion taking place the latter part of May. Participation in the survey was high enough to provide a valid sampling of the membership (1,079 responses, 73% are YALSA members), and will yield valuable information for the Board to consider when developing the new Strategic Plan. Survey results can be viewed at <http://tinyurl.com/4yg9wlv>.

Next Step

The Executive Director is determining a facilitator to run strategic planning sessions at the 2011 Annual Conference and to follow up with the Board virtually after the conference. The goal of the face-to-face sessions will be to evaluate the existing plan, get feedback on the state of the profession and to have some in-depth discussions which the board will use after Annual to draft a strategic plan with the assistance of the facilitator.

- June 24: Half-Day strategic planning session for the YALSA Board
- June 25: All Committee strategic planning session for committee chairs (Through a survey, 86% of committee chairs responded positively to using the All Committee Meeting as a strategic planning session.)

--Respectfully submitted by Priscille Dando, Strategic Planning Committee Chair

Additional Resources

- All About Strategic Planning www.managementhelp.org/plan_dec/str_plan/str_plan.htm
- Strategic Planning Downloads www.rchcae.com/strategic-planning-downloads/
- Three Phases of Strategic Planning: Before During & After <http://tinyurl.com/3rpvwza> (.pdf)