

**Fall Executive Committee Meeting
 October 21-22, 2011, Chicago**

Topic: Mega Issue

Background: At the 2008 Midwinter Meeting Board Members and Chairs first created a list of “mega issues.” Mega issues are issues of strategic importance, which represent choices YALSA needs to make in defining the ultimate direction of its long-range plan. These issues represent potential impediments to achievement of YALSA’s Envisioned Future, and form a basis for dialogue about the choices facing YALSA. The YALSA Leadership can use these questions to create regular opportunities for strategic dialogue about issues facing the association and/or profession YALSA serves. In order to ensure that these topics of strategic importance get addressed by the Board, the Board agreed to place one of them on the agenda for each meeting.

Action Required: Exploration

Question:

What do we need to do differently in the area of advocacy in the latest strategic plan implementation in order to make more significant gains?

Excerpt from Summary Report from Board Strategic Planning Session at Annual

Goal Area: Advocacy

	Success in Achieving (1=not achieved, 5 = completely achieved)
Objective (1): Increase the ability of YALSA members and library workers to advocate for teen library services.	3.38
Objective (2): Increase the community's understanding of the benefits of a strong teen services program.	2.75
Objective (3): Increase library institution support for teen library services.	2.63
Objective (4): Increase YALSA’s ability to influence library decision-makers.	2.75

Successes/Accomplishments	Persistent Challenges
Done a lot of stuff but not a lot of use. Leg. day adv. (good)	Online resources not fully used--do people not know about them?
Knowledge of tools there and members see benefit of membership	Again, not fully engaged and using tools
Yes, but how is it provided--shared with adult or children services	Wider community, not fully aware
Advocacy funding	Teen services first cut so we haven't fully made the case in services. Need to steer lib. inst. support towards best practices
Opportunities for advocacy that YALSA provides	Economic disadvantages
Heightened awareness	Front line librarian's resistance to doing it, expectation YALSA does it for them
White papers, tool kits, institute	Competition within library
Advocacy listserv	Levels of institutional resistance (school/county policy)
Articulation of standards	Name recognition
Recognition of professional specialty serving teens	Economics
Association has developed advocacy funding	Funding for outreach

Excerpt from Summary Report from Member Session at Annual

Members' Prioritizing of the Objectives in the Strategic Plan

On the basis of a “sticky dot” voting process, participants indicated which of the objectives in the strategic plan were priorities for YALSA, and which one they were personally interested and willing to work on. The numbers in the following charts are the numbers of sticky dots.

Goal Area: Advocacy

	PRIORITY FOR YALSA	WILLING TO WORK ON
Objective (1): Increase the ability of YALSA members and	18	6

library workers to advocate for teen library services.		
Objective (2): Increase the community's understanding of the benefits of a strong teen services program.	37	11
Objective (3): Increase library institution support for teen library services.	18	1
Objective (4): Increase YALSA's ability to influence library decision-makers.	22	5

If YALSA were to accomplish one new thing next year, what should it be?

Of the 51 responses, 3 were related to advocacy:

- Modifiable/customizable tools for advocacy @ library, city council, state level.
- Have a strong voice in D.C. to advocate more for libraries
- Increase the community's, the country's, understanding of the importance of libraries that serve teens, both public and school

Name the specific way you personally want to be involved in YALSA activities, programs and initiatives this coming year.

Of the 52 responses, 2 were related to advocacy:

- Advocacy-Promoting YALSA to my neighboring library systems.
- Help to find new ways to connect to teen advocate groups, research institutions outside of ALA

Additional Resources

- Nonprofit Advocacy is Needed <http://tinyurl.com/3bpyk9z>
- Influencing Public Policy in a Digital Age, <http://tinyurl.com/42mvt4v> (.pdf)
- How to Organize a Congressional Briefing, <http://tinyurl.com/6l9rzqc> (.pdf)