

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

Topic: Action Plan Development

Background: The Action Plan outlines what steps will be taken toward achieving the goals laid out in the Strategic Plan. It is a living document that will grow and change throughout the 3 year implementation of YALSA's strategic plan. Items may be added, edited or deleted, based on Board decisions. The Action Plan helps the Board measure success and shows the membership what has been accomplished. The Executive Committee needs to draft an Action Plan, which will be shared with the Board during their Nov. e-chat. A template is provided below for the committee.

Action Required: Action

Directions:

1. Identify a strategy(s) for each objective
2. Prioritize the strategies based on need:
 - a. High – urgent or time sensitive and should be worked on immediately
 - b. Medium – isn't necessarily time sensitive or urgent, but is significant
 - c. Low – can wait, or is a latter component of a higher priority item
3. Identify a tactic(s) for each of the strategies

KEY:

Objective: results that combine to achieve a goal

Strategy: a plan to achieve an objective

Tactic: an actionable task that supports a strategy

Who: specific individuals and/or member groups

When: a desired completion date

Resources: estimates for any possible funding that might be needed and/or other necessary resources

Status: after implementation begins on the Action Plan, periodically review the plan and provide updates on the progress here

EXAMPLE

Goal: to be a recognized leader in the continuing education market in online learning opportunities for librarians and library workers

Objectives

- Increase brand awareness among target audience by 20% by the end of the FY12 fiscal year
- Increase sales by 5% each quarter until the end of the fiscal year

Strategies

- Use social media to increase brand awareness
- Use timed pricing promotions to boost sales

Tactics

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create badges for instructors/facilitators to put on their Facebook page or blog that says “I’m a YALSA Trainer”	Graphic designer from ALA’s Production Services Dept.	Dec. 1	Approx. \$200	
Place Google ads every other month	YALSA’s Web Services Manager	Beginning Nov. 1	Stevie will need to research	
Offer a 2-for-1 pricing promotion via Twitter during National Library Week	YALSA’s Web Services Manager	April	Staff time only	
Offer a 10% off special for back to school	YALSA’s Web Services Manager	August & Sept.	Staff time only	

Additional Resources:

- The Basics of Action Planning: <http://managementhelp.org/strategicplanning/actionplanning.htm>
- Implementing the Strategic Plan: <http://tinyurl.com/3ep6jqg> (MS Word doc)