

**YALSA Board of Directors Meeting
ALA Annual Meeting, Las Vegas
June 26 – July 1, 2014**

Topic: Establish an Advocates’ Advisory Panel

Background: When YALSA last revisited its dues structure, the Board agreed to create a new ‘advocates’ category as a first step in attracting supporters from outside the library community. Also, according to YALSA’s report, *The Future of Libraries for and with Teens: A Call to Action*, libraries “must look to other organizations and individuals who share similar values about empowering and supporting teens in gaining the skills they need to be engaged citizens.” In order to assist both the organization and ultimately, our members begin to adopt this shift towards extroverted library service, the YALSA Board will want to consider the development of an Advocates’ Advisory Panel. Shannon Peterson has provided a proposal below.

Action Required: Discussion

Proposal: Establish an Advocates’ Advisory Panel

Rationale: In addition to modeling the value of outward facing relationships to members and the library community, an Advocates’ Advisory Panel would address the following areas of the Strategic Plan:

- Increase YALSA’s reach and impact (Goal #1 Advocacy and Activism) by providing an opportunity for formalized relationships with professionals in fields or organizations with similar goals and objectives.
- Strategically expand and manage human resources (Goal #5 Capacity Building and Organizational Development) by bringing expertise and experience in related fields from outside of the library world.

Charge

Advise the YALSA Board on various topics related the Future of Library Services for and with Teens Report, the strategic plan, and other topics as identified by the Board. The Panel will also act as informed advocates in sharing news and updates related to YALSA and the teen library services community with their respective networks. Council appointees will be required to attend at least two virtual meetings per year with the Board, participate in ongoing virtual discussions, and share news and updates regarding Panel discussions via YALSA publications and/or the blog as necessary. Panel size: 3-5 members initially (more if the workload warrants later), in addition to the YALSA Past President, who shall serve as Co-chair. Term: November 1, 2015 through October 31st 2015.

Eligibility

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Advocates’ Advisory Panel positions are reserved for individuals who serve teens in related fields such as afterschool organizations, research, youth empowerment and development, foundations, etc. Panelists will serve a one year term, with the option to continue for up to two years.

Evaluation

An evaluation of the Panel and a report on the desirability of its continuation will take place prior to Annual 2016.

Financial Considerations

Advocacy Advisory Panel appointees will be awarded a one-year complimentary ALA and YALSA Advocates membership upon acceptance to the position at a value of \$85 per Council member.

Potential Timeline

July/August	The standing board committee on capacity building does an organizational scan of existing projects and initiatives to identify and prioritize annual tasks for incoming panel members. For example, with the strategic planning process in place for 2014-2015, the standing board committee could obtain feedback from the strategic planning committee to brainstorm activities which may enrich that process such as a teen services perception survey, etc.
Sept/Oct.	Having identified an annual focus and activities, the standing board committee on capacity building creates an application for potential Panel members, which includes information about YALSA, potential benefits of service, and guidelines/FAQs for the position and submits them to the Board for consideration by the third quarter Conference Call.
Nov./Dec.	The standing board committee on Capacity Building works with the Board to identify potential candidates of interest to be personally invited by the President and/or Executive Director. Staff, Board members, and members market the Advocates’ Advisory Council position to various individuals, organizations, and stakeholders.
Jan.	The Executive Committee meets to discuss and vet applications, and submits the slate to the Board for confirmation
Feb./Mar.	Council members convene for the first virtual meeting and orientation (their term will run through June 2015 and the President will serve as a co-chair)

Possible Next Steps: The Board vote to approve the creation of an Advocates’ Advisory Panel in concept and directs the board standing committee on capacity building to oversee the creation of a task list, application, and supplementary materials in support of the new group.

Resources:

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- What is an Advisory Board and Should We Have One? <http://bit.ly/1tZiblE>
- Advisory Boards and Other Bodies: Yes or No and Why or Why Not? <http://bit.ly/1liUa81>