

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Chicago  
January 30 – February 2, 2015**

**Topic:** Executive Director’s Goals for FY15

**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:** Consent

---

There are 2 sets of goals included in the following chart: YALSA’s goals and the Executive Director’s personal goals. YALSA’s goals are developed based on the YALSA Strategic and Action Plans. The Executive Director’s goals are developed based on the YALSA Strategic and Action Plans and YALSA Goals.

## FY15 Unit & Personal Goals

### Efficiency & Improvement

<u>Goal</u>	<u>Accountabilities</u>	<u>Performance Measures</u>
<p><b>YALSA:</b> By August 31, 2015, YALSA will have shifted its approach to outcomes based planning and evaluation</p>	<ul style="list-style-type: none"> <li>• Strategic plan incorporates an outcomes based approach</li> <li>• Staff and member leaders understand and embrace the outcomes based approach</li> <li>• Concrete, measurable outcomes created for existing and new services and programs</li> <li>• Strategies for measurement are identified and agreed upon by board</li> </ul>	<ul style="list-style-type: none"> <li>• New strategic plan and accompanying outcomes published</li> <li>• Work outputs of member groups and staff</li> <li>• Board work reflects an outcomes based approach</li> <li>• YALSA’s portfolio of services and programs is streamlined to focus on key goals/outcomes that come out of strategic planning sessions</li> </ul>
<p><b>Personal:</b> By Aug. 31, 2015, I will have worked with YALSA’s president to provide training to the board on outcomes based planning and assessment and to realign YALSA’s key programs and services to fit with this new approach</p>	<ul style="list-style-type: none"> <li>• Work with President to train board members in the outcomes based approach</li> <li>• Work with President to lead the board in revisiting YALSA’s portfolio of services and programs to align w/ an outcomes based philosophy</li> <li>• Train staff in the outcomes based process and come up with a plan to gather data needed for measuring outcomes</li> <li>• Begin the process of creating the budget and fiscal reports to incorporate an outcomes based approach</li> </ul>	<ul style="list-style-type: none"> <li>• Communications and interaction with member leaders and staff</li> <li>• Discussions with the President and Board</li> <li>• Board agenda items, documents and fiscal reports</li> <li>• Training sessions</li> <li>• Decisions that are a result of Board discussions</li> <li>• Data/measurement plan in place</li> </ul>

**Financial Performance**

<b><u>Goal</u></b>	<b><u>Accountabilities</u></b>	<b><u>Performance Measures</u></b>
<p><b><u>YALSA:</u></b> By August 31<sup>st</sup> 2014, YALSA will have implemented strategies for expanding YALSA’s most promising revenue streams</p>	<ul style="list-style-type: none"> <li>• A strategy for fundraising is developed</li> <li>• Member recruitment campaign to Teen Read Week and Teen Tech Week participants</li> <li>• Continue to seek corporate sponsors and partners</li> <li>• Expand the Symposium’s focus from YA literature to teen services and offer every year, instead of biennially</li> <li>• Leverage state association publications for marketing</li> <li>• Expand ad sales to digital platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Fundraising activities</li> <li>• New titles are marketed aggressively</li> <li>• Communications with state associations</li> <li>• Ad placements in publications</li> <li>• Other action items as determined by the outcome of board discussions</li> <li>• 2015 Symposium registration numbers and secured sponsorships</li> <li>• Number of new members recruited</li> <li>• Amount of sponsor dollars procured</li> </ul>
<p><b><u>Personal:</u></b> I will have worked with the board to build out the fundraising potential of the Margaret Edwards Trust.</p>	<ul style="list-style-type: none"> <li>• Work with staff to create a web presence</li> <li>• Work with ALA Development on a fundraising strategy</li> <li>• Work with Board to prioritize use of funds</li> <li>• Work with staff to disperse funds to approved projects</li> </ul>	<ul style="list-style-type: none"> <li>• Communications with Trustees, Board, ALA Finance and ALA Development</li> <li>• Promotion/marketing materials related to grant funded projects</li> <li>• Reports for board</li> <li>• Amount of funds raised</li> <li>• New web presence created</li> </ul>

**Members/Customers/Partners**

<b>Goal</b>	<b>Accountabilities</b>	<b>Performance Measures</b>
<p><b>YALSA:</b> By August 31<sup>st</sup> 2015, YALSA will have completed a round of strategic planning and published a new strategic plan</p>	<ul style="list-style-type: none"> <li>• Execute a membership wide survey and drill down surveys, as needed</li> <li>• Gather stakeholders for strategic planning sessions at Midwinter 2015</li> <li>• Provide opportunities for members to give feedback via virtual means, such as town halls</li> <li>• Work with consultant to draft the final plan</li> </ul>	<ul style="list-style-type: none"> <li>• Communications with Board and members</li> <li>• Survey results</li> <li>• Recordings of virtual sessions</li> <li>• Finalized strategic plan</li> </ul>
<p><b>Personal:</b> By August 31<sup>st</sup> 2015, I will have worked with YALSA’s President, Board, Strategic Planning Committee and consultant to oversee implementation of the latest round of strategic planning</p>	<ul style="list-style-type: none"> <li>• Work with President to plan strategic planning sessions for the board as well as plan and lead virtual town halls</li> <li>• Obtain and work with a consultant to facilitate strategic planning sessions and development of final plan</li> <li>• Work with strategic planning committee to implement survey and follow ups</li> <li>• Get input from staff</li> </ul>	<ul style="list-style-type: none"> <li>• Interactions with YALSA member leaders and consultant</li> <li>• Board documents and discussions</li> <li>• Communications with Board, staff and membership</li> <li>• Participation in planning sessions</li> </ul>

**Personal Learning**

<b>Goal</b>	<b>Accountabilities</b>	<b>Performance Measures</b>
<p><b><u>YALSA:</u></b> By August 31<sup>st</sup> 2015, 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 FY15 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>• Document improvements in job performance resulting from personal learning/teaching</li> </ul>
<p><b><u>Personal:</u></b> By August 31<sup>st</sup>, 2015 I will have gained knowledge and skills around outcomes based planning and evaluation</p>	<ul style="list-style-type: none"> <li>• Attendance at workshops and virtual CE events</li> <li>• Participation on professional committees or other work groups</li> </ul>	<ul style="list-style-type: none"> <li>• Results of work with the Board</li> <li>• Incorporation of skills learned into daily work</li> </ul>