

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Boston
January 8 - 12, 2016**

Topic: Executive Director’s Goals for FY16

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. Beth Yoke has submitted the information below.

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.

FY16 Unit & Personal Goals

Efficiency & Improvement

Goal	Accountabilities	Performance Measures
<p>YALSA: By August 31, 2016, YALSA will have shifted its approach to outcomes based planning and evaluation</p>	<ul style="list-style-type: none"> • Organizational plan incorporates an outcomes based approach • Staff and member leaders understand and embrace the outcomes based approach • Concrete, measurable outcomes created for existing and new services and programs • Strategies for measurement are identified and agreed upon by board 	<ul style="list-style-type: none"> • New organizational plan and accompanying outcomes published • Work outputs of member groups and staff • Measurement tools and strategies in use • YALSA’s portfolio of services and programs is streamlined to focus on key goals/outcomes that come out of organizational planning sessions
<p>Personal: BY: By Aug. 31, 2016, I will have worked with YALSA’s board to begin implementing the new organizational plan</p>	<ul style="list-style-type: none"> • Work with consultant on organizational planning sessions for the board and staff • Work with President to lead the board in revisiting YALSA’s portfolio of services and programs to align w/ the new organizational plan • Help staff understand their role in implementation of the new plan • Begin the process of creating the budget and fiscal reports to incorporate an outcomes based approach 	<ul style="list-style-type: none"> • Communications and interaction with consultant, member leaders and staff • Discussions with the consultant, President and Board • Board agenda items, documents and fiscal reports • Organizational planning agendas and sessions • Decisions that are a result of Board discussions • Data/measurement plan in place

Financial Performance

<u>Goal</u>	<u>Accountabilities</u>	<u>Performance Measures</u>
<p>YALSA: By August 31st 2016, YALSA will have identified strategies for funding the priorities identified in the new organizational plan</p>	<ul style="list-style-type: none"> • A 2016 fundraising plan is in place • Audience(s) identified for member recruitment campaign • Continue to seek new corporate sponsors and partners • Apply for grant funding to support new priorities 	<ul style="list-style-type: none"> • Fundraising activities • Other action items as determined by the outcome of board discussions • Number of new members recruited • Amount of funds raised
<p>Personal: BY: I will have worked with the board to align the budget with the new organizational plan</p>	<ul style="list-style-type: none"> • Work with ALA Development on a fundraising strategy • Create a 2016 sponsor guide • Identify new potential funders to reach out to • Work with Board to prioritize use of funds • Work with staff to disperse funds to approved projects 	<ul style="list-style-type: none"> • Communications with Trustees, Board, Financial Advancement Committee, ALA Finance and ALA Development • Reports for board • Grant proposal(s) written and submitted • Communications with potential sponsors and funders

Members/Customers/Partners

Goal	Accountabilities	Performance Measures
<p>YALSA: By August 31st 2016, YALSA will have employed strategies to engage members and partners in the new organizational plan's priorities</p>	<ul style="list-style-type: none"> • Seek member feedback via membership wide survey and drill down surveys, as needed • Create and promote opportunities for members to volunteer their time and talents on tasks related to the new plan 	<ul style="list-style-type: none"> • Communications with Board and members • Survey results • Marketing/promotional messages to members • Member participation in any new taskforces or other groups
<p>Personal: BY: By August 31st 2016, I will have worked with YALSA's President, Board, Organizational Planning Committee and consultant to oversee implementation of the latest round of organizational planning</p>	<ul style="list-style-type: none"> • Work with President to plan organizational planning sessions for the board as well as plan and lead virtual town halls • Work with a consultant to facilitate organizational planning sessions and development of final plan • Get input from staff 	<ul style="list-style-type: none"> • Interactions with YALSA member leaders, staff and consultant • Board documents and discussions • Communications with Board, staff and membership • Participation in planning sessions

Personal Learning

Goal	Accountabilities	Performance Measures
<p>YALSA: By August 31st 2016, each staff member will develop & 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"> • Create job-specific learning plan to be presented with FY16 goals • Periodic check-in with supervisor to review/revise learning plan • Integrate learned skills/concepts into daily work and share new skill/knowledge with other staff when appropriate 	<ul style="list-style-type: none"> • Completed personalized learning plan • Document improvements in job performance resulting from personal learning/teaching
<p>Personal: BY: By August 31st, 2016 I will have gained knowledge and skills around best practices in attracting and engaging Millennials to associations</p>	<ul style="list-style-type: none"> • Attendance at workshops and virtual CE events • Participation on professional committees or other work groups 	<ul style="list-style-type: none"> • Results of work with the Board • Incorporation of skills learned into daily work • Publications or presentations