

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

Topic: Prioritizing Futures Report Next Steps

Background: In January 2014 YALSA released the report "The Future of Library Services for and with Teens: a Call to Action." The report calls for libraries to make significant changes in the way they think about, plan, deliver and evaluate teen services. YALSA leaders will want to determine a strategy for embedding the report recommendations into the work of the association. In October the YALSA Executive Committee discussed next steps for moving forward with the recommendations of the Futures report. This document, provided by Linda Braun and Vicki Emery, is a follow-up to that fall discussion.

Action Required: Discussion

The Future of Library Services for and with Teens: A Call to Action has been out for just over a year. Since that time YALSA has begun several projects to help libraries move forward with the ideas outlined in the report. The YALSA Director compiled a working document (see below) detailing what's been accomplished since January 2014 when the report was released, as well as some highlighting areas that the association may want to undertake in the near future. The Futures Task Force has been hard at work implementing some of the next steps outlined in the chart below. This includes creating a series of tip sheets, writing blog posts, and working to gather stories from libraries that are implementing the ideas presented in the Futures Report.

As YALSA moves forward promoting and supporting library staff in the work recommended in the Futures report, the association needs to consider how it may need to re-invent itself in order to support the needs of library staff implementing the ideas in the report. In order to succeed in these areas YALSA needs to consider several factors, such as:

- Getting buy-in from the membership regarding the need to embrace and implement the report's recommendations
- How to create a permanent change in the dialogue of all stakeholders surrounding library services for and with teens (both from within ALA and without)
- The need to plan, implement and assess the effectiveness of professional development designed and promoted by YALSA which relates to the Futures Report
- The need to create a widespread awareness and in-depth knowledge of areas not previously considered by library staff to be relevant to their jobs, such as:
 1. Expanding definitions of multiple literacies
 2. Shifts in demographics and cultural competence of library workers as well as teens
 3. New media literacy issues
 4. Connected learning
 5. Workforce development training opportunities

6. Needs of teens in non-traditional spaces · Finding ways to promote the importance of relationships and giving guidance and suggestions for how to do that.

- Other?

Questions to Consider

- Based on recent discussions around outcomes based planning and assessment as well as building a new strategic plan, what key priorities have been identified and how do they relate to the report?
- What is the capacity of YALSA office staff, the Board, and members to support moving forward with the work required to implement the recommendations of the Futures report?
- How do we determine success in moving the recommendations of the Futures report forward?
- What resources can be leveraged to help YALSA effect the change called for in the report?
- Other?

ACTIVITIES ACCOMPLISHED

Report Dissemination:

Method	Person(s) responsible	Date(s)	Details
e-blasts	Executive Director	Jan. 2014	sent an e-blast to all contacts collected through the Summit
USPS mailing	Communications Specialist	April – May 2014	Sent to 98 partners and our GSLIS mailing list. Also, send out copies as requested via the online form
Article / web site placements	Communications Specialist		<ul style="list-style-type: none"> • IMLS Up Next blog in Jan. 10 2014 • Library Journal, Jan. 8, 2014 • NWP blog in Jan. 2014 • SLJ, Jan. 2014
Online discussions	Program Officer for Continuing Education	Held 1 in Jan. and 5 in March 2014	<ul style="list-style-type: none"> • One in Jan. to unveil the report and start initial discussion • One held per week in March on: connected learning, cultural competence, librarians as community connectors, literacies, and personal learning networks
Online training	Program Officer for Continuing Education	Throughout 2014	Each live monthly YALSA webinar focused on a different topic from the report
Supplementary materials	Future of Teens and Libraries Taskforce	Nov. 2014	Includes one-pagers for specific audiences and canned presentations for adaptation
Blogging	YALSAblog Manager	Moving forward	Included topics addressed in the report, such as partnerships, personal learning networks and more
Conference presentations	Taskforce, authors, staff	Throughout 2014	<ul style="list-style-type: none"> • Executive Director gave a sneak peek at the SLJ Summit in Sept. 2013 • Linda Braun & Maureen Hartman presented at the 2014 ALA Midwinter

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			<p>Meeting in Jan.</p> <ul style="list-style-type: none"> • Kafi Kumasi gave a presentation to the East Central Georgia Regional Library System in Feb. 2014 • Chris Shoemaker & Maureen presented at the 2014 NAA conference in Feb. • Executive Director presented to SPL in March 2014 • Chris presented at PLA in March 2014 • Adrienne Strock and Jack Martin presented at the 2014 ALA Annual Conference in June • Executive Director presented at ARSL in Sept. 2014 • Maureen presented at the Massachusetts Teen Summit, Oct. 16 • Sandra Hughes Hassell presented at the South Carolina Library Association Conference, Oct. 22-23
<i>Young Adult Library Services</i>	Journal editor	Throughout 2014	Put an initial announcement in the winter 2014 issue and another about the Google Hangouts in the spring 2014 issue. Fall 2014 issue is themed “Yes, You Can” and focused on strategies for implementing report recommendations
Media placement	Communications Specialist	Summer 2014	Full page promotion in Youth Today’s Aug. 2014 back to school issue Full page promotion in Ohio Library Council’s Oct. 2014 convention program guide

IN-PROGRESS ACTIVITIES

Aligning/Leveraging YALSA resources – 2014 and 2015

How	Who	When	Notes
Revisit all our guidelines and papers	National Guidelines Oversight Committee	2014 - 2015	Added to 2014 – 2015 Strategic Committee Task list: supposed to submit recommendations by 12/30
Compare the Research Agenda w/ the report to see if there are any gaps	Research committee	2014 - 2015	Added to 2014 – 2015 Strategic Committee Task list: supposed to be working on this throughout the year and be done by June 2015
Incorporate into next strategic planning process	Board, SP committee	2014	Takes place at Midwinter 2015
Inventory products and	Staff,	2014 - 2015	Publications Advisory Board

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propose new ones for board consideration if there are gaps	Publications Advisory Board		was supposed to submit recommendations by 12/30 but are delayed due to chair resignation
Revisit all grant applications & criteria, especially those focused on programming - - do they ask for measurable outcomes and/or require a partnership?	Nichole	2014	In progress

Helping members – 2014 and 2015

How	Who	When	Notes
Help members share this with their administrators by creating check list, tips, etc.	taskforce		Posted online in Jan. 2015
Create a preconference or summit for Midwinter 2015, or a stand-alone conference, or regional conferences	taskforce	2014	Changed to a regular session at Midwinter 2015
Providing funding to help implement changes, explore emerging practices, etc. – have the YALSA Board have a strategy session on realigning or finding new resources to do this	board	2014 - 2015	Applied for IMLS grant in Sept. 2014. Board will want to discuss options beyond IMLS
Build this focus into the mentoring program	Nicole, Mentoring Taskforce	For the 2014 – 2015 cohort	
<i>JRLYA</i> : send out a new call for papers after Jan. 6	Denise Agosto	April 2014	
<i>YALS</i> : recurring column or update, revisit four broad topics for issues, focus on a specific part of the report for the fall 2014 issue (maybe a ‘yes you can’ issue, encourage people to rethink what they do, and what they can stop doing in order to make room for the new)	Linda Braun	Oct. 2014	Fall 2014 issue featured theme & launch of a new column
Create & provide a means for collecting and sharing	Taskforce researches options		Created an online form in fall 2014, TF putting

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success stories from those members who've begun making changes based on the report	and makes a recommendation to the board		together questions to send out on social media
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Getting buy-in from the library community

How	Who	When	Notes
work with RUSA youth section to update YA ref guidelines and other? .	New joint committee		President needs to inform them
collaborate with other divisions such as LLAMA to host webinar/write articles/etc about why engaged teens and young adults matter in community and workforce development	Taskforce, articles Nicole, webinars		
Work with other Divisions such as ALSC to promote to their membership. Joint program/alignment	staff	Summer/Fall 2014	Beth emailed AASL, ALSC, LLAMA and PLA in July 2014 and got no response from anyone but LLAMA, who is not interested
collaborate with ULC to host webinar/write articles/etc about why engaged teens and young adults matter in community and workforce development	staff		Beth emailed July 2014, but nothing came from it
Have a presence at the ALISE conference	Staff, Research Committee	2015	Added to the 2014 – 2015 committee task list

ACTIVITIES NOT YET BEGUN

Aligning/Leveraging Resources

Revisit committee groups (espec. Administrators' Resources TF, National Guidelines Oversight) and annual process committee task list	board	2015	
Revisit digital badges – maybe only if Competencies change?	Nicole, Linda	2015	
Other?			

Helping Members

Find and leverage partners	Board –maybe		
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(individually or create a coalition?) who can collaborate with us (Sandra gave the example of Project Connect from AASL and Follett)	capacity building committee, executive director		
Create and provide incentives: travel money, recognition to members	board		board needs to discuss, in order to determine desirability, feasibility, etc.
Explore the possibility of creating <ul style="list-style-type: none"> • an online self- assessment (with the planning questions included in the report) and learning plan? • a professional development package/subscription where learning and member discussion takes place around one assessment area per month • documents outlining the report and information learned/covered could be sent to managers/admin of participants. 			board needs to discuss, in order to determine desirability, feasibility, etc.
Create & provide an online space for those on the leading edge of making changes based on the report to connect with one another and exchange ideas and information	Taskforce researches options and makes a recommendation to the board		
Identify Academy video topics & recruit people to make them	Taskforce	2015	
Other?			

Getting Buy-in from the Library Community

Host panel/discussion/conversation with leaders in other divisions (AASL, PLA, other) to identify alignments/discuss impact	taskforce		
Other?			

Additional Resources:

- 2014 Fall Executive Committee Meeting document on Futures Report discussion, <http://ow.ly/HDKZ8>
- Futures Report, www.ala.org/yaforum/project-report