

Fall Executive Committee Meeting
October 26-27, 2012, Chicago

Topic: Marketing Project

Background: As per Board directive, YALSA contracted with a marketing consultant, Susan Harris at North Star Strategies, so that the organization could build some expertise in the area of marketing and develop a strategy for its marketing efforts. The first step in the project was for the consultant to interview by phone several YALSA members in order to get a sense of the association and member needs. After the interviews, the next step was to survey members, lapsed members and nonmembers. Survey results can be found at:

- Members: <http://ow.ly/en2DL>
- Lapsed members: <http://ow.ly/en2JQ>
- Nonmembers: <http://ow.ly/en2PA>

As a next step, the consultant will lead a work session with the Executive Committee and staff in order to get more member leader feedback to help inform her work on YALSA's Self-Guided Marketing Plan, which she is developing.

Action Required: Discussion



NORTHSTAR STRATEGIES INC.

**YALSA Marketing Work Session Agenda
October 26, 2012**

- | | | |
|------|--|------------|
| I. | Introduction to the Marketing Project | 10 minutes |
| | <ul style="list-style-type: none">• Where we are in the process• How the work today fits into the process | |
| II. | Questions about the Survey | 10 minutes |
| | <ul style="list-style-type: none">• Answer questions about the survey | |
| III. | Branding Introduction | 15 minutes |
| | <ul style="list-style-type: none">• Presentation | |

- | | |
|--|------------|
| IV. Brand Equity Development | 50 minutes |
| <ul style="list-style-type: none">• Worksheet assignment (individual)• Brand Equity development (group)• Key Brand Equity drivers assessment (group) | |
| Break | 10 minutes |
| V. Core Values Exploration | 15 minutes |
| <ul style="list-style-type: none">• Discuss the “Sacred Cows”• Build links to the Brand Equity | |
| VI. Marketing Tactics Development | 60 minutes |
| <ul style="list-style-type: none">• Target definition and objectives• Tactical worksheet development (teams) | |
| VII. Work Session Wrap Up | 10 minutes |
| <ul style="list-style-type: none">• Next Steps | |