

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Seattle
January 25 – 29, 2013**

Topic: O&B Committees Evaluation Report

Background: In accordance with the Organization & Bylaws Committee task list and evaluation schedule, committee members contacted the chairs of YALSA committees scheduled for evaluation in fall 2012. The Committee has provided a report below for Board consideration.

Action Required: Discussion

YALSA Committee Evaluations, Fall 2012

In accordance with the Organization & Bylaws Committee task list and evaluation schedule, committee members contacted the chairs of YALSA committees scheduled for evaluation in fall 2012. The committees evaluated are:

- Financial Advancement
- Organization and Bylaws
- Strategic Planning
- Teen Read Week
- Teen Tech Week

Each chair was asked to respond to questions regarding:

- accuracy of the committee's charge
- value of the committee to YALSA
- structure of the committee
- overlap between the committee and other YALSA member groups
- ways in which the committee communicates and gets work done.

In the future it would be wise for O&B members to include the committee task lists in their committee evaluation work. This was not done in this round, and including questions related to the tasks each group is specifically given each year, would be helpful in making sure the evaluation is complete.

Overall, committee chairs noted that they believed their committees were running smoothly and that changes did not need to be made to the overall structure and work. There were two areas that were noted consistently among the chairs contacted:

- Chairs tend to not see that the work of their group overlaps with any other YALSA Committee. While we don't want the work of groups to be redundant, committees seeing where there are connections to other committees could be helpful in terms of collaboration and cooperation.
- Much of the work of committees is done via email with a few using Google Docs as necessary. Few of the groups surveyed for this evaluation use real-time technologies to get the work of their group done.

The following is an overview of the responses from each committee along with the O&B recommendation for changes.

Financial Advancement Committee - Chair, Kate McNair

Charge: Provide oversight and continued enhancement of the Friends of YALSA program, including fundraising efforts and donor recognition. Work with the Board to create and implement regular fundraising campaigns based on fiscal priorities identified by the Board. Implement fundraising opportunities approved by the YALSA Board.

The Chair believes that the charge is accurate and the work of the committee is valuable to YALSA. It is interesting to note that the Chair mentioned an overall lack of knowledge in the YALSA community about FOY and the reasons for association fundraising. (This is something that the Board is aware of and getting the word out about the value of FOY and fundraising will need to continue to be a priority.)

The Chair also mentioned the need to better define the role of committee members and even the possibility of having fewer committee members; making sure that each member's role is clearly defined. For example, defining roles such as writing thank you letters, posting on social media and YALSA web presences and so on.

O&B Recommendation

Instead of changing the number of members of FAC, make sure the new chair and members have adequate information when they start their work in order to succeed in their tasks. The FAC Chair Manual, which is currently in development, should help with this need.

Organization and Bylaws - Chair, Linda W. Braun (Note: April Witteveen, who has been a member of O&B for two years assisted in the survey to provide a member view.)

Charge: To revise the Bylaws in order to clarify them and, when necessary, to recommend revision and amendment to improve them for the effective management of the division, for the achievement of its stated objectives, and to keep them in harmony with ALA Constitution and

Bylaws; to study and review committee functions, recommending changes in committee structure; to advise on the organization handbook; and to make recommendations on other appropriate organizational matters.

Overall O&B works successfully in terms of its charge and task list provided by the Board each year. It is clear what O&B is supposed to work on annually and easy to separate the work into seasons. (For example a specific set of committee evaluations in the fall and another set in the spring.)

A challenge in the work of the group is the background of Committee members and their knowledge of the ins and outs of YALSA. It can be difficult to update the bylaws and evaluate the work of member groups without a strong foundation in the association. However, at the same time, for some members it can be a useful way to learn more about the association and get a strong sense of the value of the work.

As with FAC there is a question about the size of the Committee. There are discrete tasks that the committee works on each year and it is important to recognize that not all tasks may be taken on by all committee members. Some members of the committee may be more active at some times of year and not at others.

O&B Recommendation

Make no changes to the charge or overall focus or work of the group.

Strategic Planning - Chair, Renee McGrath and Past Chair, Priscille Dando

Charge: To work with the YALSA Board throughout the strategic planning process and in between planning cycles, including but not limited to: connect with members to ensure an inclusive planning process, monitor the implementation strategy for the current strategic plan, to communicate the goals of the plan and the planning process to the general membership and to official member groups, and to encourage members and member groups to take an active role in helping YALSA achieve its goals.

There are a two key challenges to the work of the Strategic Planning Committee:

- The amount of work required during the year in which a strategic plan is under development. During the year when a plan is in the works the committee is responsible for a wide-array of activities which includes working on and marketing the plan.
- The amorphous nature of the work required in years in which a plan is not under development. In “off” years in the past the Committee has managed the Great Ideas contest but the number of submissions for this contest dwindled over the past several

years so its value as an activity of the group (and a useful activity for members) may be minimal.

These challenges mean that during the “off” years in the strategic planning cycle the work of the group and the workload varies greatly. It can be difficult to keep the group motivated and engaged during these in-between years.

O&B Recommendation

Develop a Strategic Planning Committee Handbook that provides information for the chair and members that covers activities, tasks and timelines for years in which a plan is in development and “off” years.

Teen Read Week - Chair, Rosemary Honnold

Charge: To assist with the planning and implementation of a week-long national initiative to that gives libraries the opportunity to encourage their teens to read for the fun of it. Committee responsibilities include: Developing content for the Teen Read Week web site such as professional resources for YA librarians, program and display ideas and lists of recommended resources; promoting Teen Read Week through efforts such as: contributing items to appropriate magazines, blogs, etc. for the library, education and literature fields and/or offering conference programs and publications as appropriate; assisting staff with the selection of an annual theme.

The chair, who has been in this role for two years, states that the work of the Committee is successful and that the committee plays an important role in YALSA. There is one concern with the charge however and that is that the committee recommendations for a theme are not regularly used by YALSA.

O&B Recommendation

Make no changes to the charge or work of the committee, however make sure that committee members and chair are aware of the full process for selecting a theme, understands that suggestions made by the committee are not automatically accepted and that a host of variables are taken into account when a theme is selected.

Teen Tech Week - Chair, Clair Segal

Charge: To assist with the planning and implementation of a week-long national initiative to that gives libraries the opportunity to feature all of their nonprint resources for teens and their families. Committee responsibilities include: Developing content for the Teen Tech Week web site such as professional resources for YA librarians, program and display ideas and lists of recommended resources; promoting Teen Tech Week through efforts such as: contributing items to appropriate magazines, blogs, etc. for the library, education and technology fields and/or

offering conference programs and publications as appropriate; assisting staff with the selection of an annual theme.

The Chair stated in the evaluation survey that this group has been highly successful and that the work of the group is of value to YALSA. The chair had some ideas for future projects for the Committee and those will be forwarded to the President and President-Elect to be used in the task list, if deemed appropriate, for the next Committee.

O&B Recommendations

Make no changes to this Committee's charge at this time.

Proposal

Develop a Strategic Planning Committee Handbook that provides information for the chair and members that covers activities, tasks and timelines for years in which a plan is in development and "off" years.

Rationale

- In years when YALSA is in the implementation phase of the strategic plan, the role of the committee remains unclear. A Handbook that outlines specific tasks can help ensure the committee is positioned to adequately support the board in its effort to oversee the implementation and evaluation of the strategic plan.
- In years when YALSA is in the process of developing a strategic plan, there are many specific tasks that the committee needs to accomplish. Recording these in a handbook can ensure that as committee membership turns over, no information is lost.

Recommended Board Action

Direct the President to appoint an ad-hoc board committee to develop a strategic planning committee handbook.

Additional Resources

- YALSA's Strategic Plan, www.ala.org/yalsa/aboutyalsa/strategicplan
- Strategic Planning Tip Sheets www.rchcae.com/strategic-planning-downloads/
- Three Phases of Strategic Planning: Before During & After <http://tinyurl.com/3rpvwza> (.pdf)