

YALSA Board of Directors Meeting  
ALA Annual Conference, Orlando  
June 24 - 28, 2016

**Topic:** Organizational Plan Activities to Date

**Background:** Since the Board adopted YALSA's organizational plan in late April, some implementation activities have already begun. Beth Yoke has provided the information below for the Board's consideration.

**Action Required:** Discussion

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Since the adoption of the new organizational plan, I have worked with various members and ALA/ YALSA staff on the following items that support the new focus for YALSA

- **Advocacy:** I met with Alan Inouye from the ALA Washington Office to talk about the logistics of planning and implementing a policy briefing in Washington DC.
- **Board meeting proposals:**
  - Proposal for re-envisioning the Executive Committee (agenda item #2)
  - Proposal for Bylaws changes (agenda item #4)
  - Proposal for revitalizing Interest Groups (agenda item #24)
  - Proposal for creating new member engagement opportunities (agenda item #25)
- **Board recruitment:** In May I attended a Harvard Alumni event where nonprofits were invited to connect with alumni who were interested in nonprofit board service. This was the first event they had organized in Chicago, and attendees were actually more interested in other volunteer opportunities, not necessarily board service. I worked with the Governance Nominating Committee to identify events at Annual to attend to seek out potential Board candidates from diverse backgrounds, such as a Spectrum Luncheon and a JCLC Reception.
- **Budget Alignment:** I reorganized the budget for FY17 so that staff time was divided among each of the specific projects within YALSA so that the Board and staff could better track the true cost of programs as well as determine where the majority of resources were being directed.
- **Case Studies:** Anna Lam and Linda Braun worked to collect examples from libraries who are implementing programs and services aligned with YALSA's new vision for teen services and compiled them into a document for distribution. The Teen Programming HQ ran a "Top Ten Summer Learning Programs" contest to identify and highlight programming that aligns with YALSA's vision. Candice's President's Program features YALSA grant winners and their programs which align with YALSA's vision for teen services.
- **Organizational plan dissemination:** I worked with Anna Lam, YALSA's Communications Specialist, to use YALSA's communication channels to promote the new plan, and updated the mission, vision and plan on the web site. I emailed a link to

the plan with a brief message about YALSA's new focus to all 55 ALA unit managers as well as to 109 YALSA partners and associates.

- **Planned giving:** In May I met with the ALA Director for the Development Office regarding three candidates for planned giving for YALSA. I also spoke with David Mowery to determine what his personal wishes were about being recognized as YALSA's latest Legacy Society member.
- **Slack:** Slack is a communication networking tool that is accessible from both a computer and a mobile app. I signed YALSA up for a free nonprofit account and set up a channel for new board members that Kate McNair is managing. This step was taking because a poll of first year board members showed that they would have valued the opportunity to gel as a cohort of new board members. I also sent out a survey to the YALSA membership to see who would be interested in experimenting with it and received 31 responses. The goal of experimenting with this free networking tool is to test its potential for an association-wide roll out. Past member surveys indicated that members want easy ways to connect with other members.
- **Staff re-organization:** ALA's Budget Analysis and Review Committee (BARC) approved YALSA's request to add a .5 FTE position beginning FY17. This request now goes to the ALA Executive Board for their approval, as part of the ALA FY17 budget package. In May I updated the position description for the Program Officer for Continuing Education, based on the new organizational plan.
- **Surveys:** staff put together a survey as a follow up from the 2016 Teen Tech Week™ to determine what the key needs of library staff were in helping teens build 21<sup>st</sup> century skills, as well as what their perceptions were of what challenges teens face around acquiring these skills. As part of the launch for the 2016 Teen Read Week, we ran a similar survey focused on library staff and teen needs and challenges related to text-based literacies. The results are here:
  - TRW Survey Results: <https://www.surveymonkey.com/results/SM-8YSJVYKT/>
  - TTW Survey Results: <https://www.surveymonkey.com/results/SM-MMGHM96S/>YALSA staff met in early June to review the implementation plan and build survey questions that would gather the baseline data needed later for measuring organizational plan progress. The survey is open now and will run through Aug. 1<sup>st</sup>. Marketing efforts include social media, the eNews, YALS and fliers at Annual. The survey is available at <https://www.surveymonkey.com/r/YALSA2016>
- **Symposium:** I confirmed that there will be at least one session at the symposium focused on partnering and community partnerships.
- **YALSA logo refresh:** An easy way to signal to members, the library community and others that YALSA has a new mission, vision and focus is to make a visual change to the logo, which has not been altered since about 2000. Anna Lam, YALSA's Communications Specialist, and I identified possible graphic designers who could be a good fit for this project, and selected one based on their mix of experience and fee structure. Our first call with them was June 14.

### Additional Resources

- Organizational Plan: [www.ala.org/yalsa/aboutyalsa/strategicplan](http://www.ala.org/yalsa/aboutyalsa/strategicplan)