Spring Executive Committee Meeting
April 9, 2014, via Conference Call

Topic: **Building a Stronger YALSA**

Background: **Library Services for and with teens involves a wide variety of activities, which are articulated via YALSA's Competencies for Librarians Serving Youth. There are seven competency areas: leadership & professionalism; knowledge of client group; communication, marketing & outreach; administration; knowledge of materials; access to information; and, services. In order to ensure YALSA is meeting all the needs of its members, as well as attracting a broad representation from the teen services community, the Executive Committee may want to use the competencies as a guide for evaluating YALSA's current structure and portfolio of services and resources. As a next step leaders can determine what YALSA needs to do to build a stronger and more inclusive organization. Beth Yoke has provided some points for discussion.**

Action Required: **Discussion**

In recent discussions, the board has acknowledged that YALSA is better at serving individuals with certain types of interests/expertise than others; however, in order to create a more robust organization with expanded capacity, YALSA needs to engage everyone interacting in the teen services space. In order to attract a broader range of individuals, and therefore strengthen the organization, YALSA could consider the following:

- Revisit its brand, outward appearance, messaging, etc. so that it is multidemensional and speaks to everyone in all aspects of teen services

- Provide a wider variety of engagement opportunities beyond what exists now, not only in terms of the types of activities, but the focus and content of them as well

- Revisit the organizational structure. For example, YALSA has 13 standing committees focused on identifying books and media for collection development and readers' advisory purposes, which addresses Area V (knowledge of materials) in the competencies document. However, only one member group exists for Area I (leadership and professionalism) and it is a temporary taskforce; and furthermore, most of the other competencies have 1 or no committees or member groups associated with them.

- Create means to recognize more individuals and/or institutions in the teen services community who are doing exemplary work on a broader range of issues. For example, YALSA has a member award for 'best YA literature program,' but no formal way of recognizing libraries with great teen spaces.

- Inventory existing member resources (products, publications, CE, guidelines, etc.) and

identify gaps. For example, YALSA recently published a maker toolkit. What other big issues do members need information and resources on? How would that impact current YALSA initiatives and activities? For example, the YA Literature Symposium provides CE around competency Area V. Does there need to be ongoing CE activities for other competency areas? If so, what would that look like?

- Look for and leverage opportunities to partner or collaborate with organizations that are already doing great things around teen services in order to bring those best practices back to our members, such as the ULC/IMLS learning labs project.

- Identify key audiences with interests and expertise in those areas of teen services that are currently underrepresented in YALSA, and then conduct targeted member recruitment to them

- Direct the Governance Nominating Committee to seek out individuals from a broad range of backgrounds

- Seek out funds to build out new areas of YALSA that support underrpresented audiences and compenents of teen services.

- Based on anything that's implemented from the above, staff time may need reallocating.

- Other?

Additional Resources

- Competencies for Librarians Serving Youth, www.ala.org/yalsa/guidelines/yacompetencies2010