

**YALSA Board of Directors Meeting  
ALA Midwinter Conference, Atlanta  
January 20-24, 2017**

**Topic:** Measuring the Impact of Volunteers

**Background:** After reading and discussion November 2016 chair reports, several standing committees reported that there was a need for better communication of work between committees and a better mechanism for monitoring progress toward the goals outlined in the Organizational Plan, as well as measuring outcomes. The Plan itself calls on YALSA to become more outcomes focused, and the Learning Agenda portion of the plan states that there is a need for YALSA to build expertise in the area of “identifying and using systems that monitor and evaluate impact.” Kate McNair has provided the following information for the Board’s consideration.

**Action Required:** Discussion

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## **Overview**

Currently, the board receives information and updates from member volunteers and committee chairs in several ways:

- Monthly and Annual Reports from the President
- Committee Chair Quarterly Reports
- Informal feedback through conversations and email
- Occasional surveys and town halls
- Board Exit Interviews
- Board Assessment Survey

Many of the monitoring measures we currently use do not use easily quantifiable data or allow for trend tracking, and they are focused almost exclusively on committee work. They do not inform the Board if member work is ahead, on track, or behind schedule.

With the approval of the Organizational Plan, YALSA has indicated that it seeks to be more outcomes focused. As the board works to make sure committee and other volunteer work are furthering the Organizational Plan and making the most efficient use of our resources, the Board will want to consider what methods and tools are needed to measure the effort and accomplishments of our member volunteers.

## **Questions to Consider**

- What are our biggest needs and priorities around outcomes measurement that should be tackled first?
- In terms of volunteer work, what measurements would best help the Board monitor and assess our progress toward fulfilling the goals of the Organizational Plan?
  - How best do we prioritize what data and information is needed?
- How can we best monitor the progress of and measure the impact of different groups, including:
  - The Board
  - Appointed groups (committees, juries, advisory boards and taskforces)
    - How can the Quarterly Reporting Form be leveraged to monitor progress?
    - Should there be an annual report from a chair at the end of the committee term to identify outcomes and accomplishments of the committee over the past year? (as suggested by committee chairs at the November Strategic Committee Chair Chat)
  - Bloggers and the content experts on the Hub
  - New volunteer activities, especially those that are short-term and opt-in
  - The members' front line activities that directly support YALSA's work, such as participation in District Days, National Library Legislative Day, Teen Tech Week, etc.?
- What sort of trend analysis related to volunteer work and impact, if any, is needed? What pieces of data? And how often?
- Who needs to be engaged in the work of measuring outcomes and impact?
- Who within YALSA, ALA, or our stakeholders has relevant expertise in this area that we can draw on?
- What existing tools are in place in YALSA and ALA that we can leverage?
- How much of an issue is capacity when it comes to finding time and resources to monitoring progress and assessing impact? How can we get the information we need without requiring too much capacity?

### **Possible Next Steps**

- Board members seek out professional development in the area of outcomes measurement
- A standing committee of the board or staff develops a prioritized plan for monitoring progress and measuring outcomes (could be based in part on the questions listed above)
- Member leaders or staff conduct research into association industry best practices around monitoring progress and measuring outcomes
- One or more future Board chats focuses on the topic of measuring outcomes
- Other?

### **Related Resources**

- Annual Reports, [http://www.ala.org/yalsa/aboutyalsa/annualreports/annual\\_reports](http://www.ala.org/yalsa/aboutyalsa/annualreports/annual_reports)
- Chair Quarterly Reporting Form, <http://www.ala.org/yalsa/quarterlyreportingform>
- Impact and Evaluation of Outcomes, <https://www.councilofnonprofits.org/tools-resources/impact-and-evaluation-of-outcomes>

- The Importance of Measuring Volunteer Impact, <https://trust.guidestar.org/blog/2015/06/01/the-importance-of-measuring-volunteer-impact/>
- Measuring the Impact of Volunteering, [http://www.volunteerscotland.net/media/159023/good\\_practice\\_guide\\_-\\_measuring\\_the\\_impact\\_of\\_volunteering.pdf](http://www.volunteerscotland.net/media/159023/good_practice_guide_-_measuring_the_impact_of_volunteering.pdf)
- Measuring Outcomes, <http://strengtheningnonprofits.org/resources/Guidebooks/MeasuringOutcomes.pdf>
- Organizational Plan, <http://www.ala.org/yalsa/aboutyalsa/strategicplan>