YALSA Board of Directors Meeting
ALA Annual Conference, Washington DC
June 24 – 29, 2010

Topic: **Action Plan Update**

Background: **After Midwinter Meeting the Board discussed the Action Plan via ALA Connect. In May Linda Braun and Beth Yoke reviewed the document and added updates and information about items that had been started or completed since the Board discussion. The Board may want to further review the updated Plan with an eye to what still needs to be accomplished and suggest any changes or updates that may be necessary.**

Action Required: **Discussion**

About the formatting:

- Text in red font outlines a proposed new objective and related strategies and tactics
- Tactics in gray scale are those that have not yet been undertaken

Items for consideration:

- The plan was originally put together in 2008. Since that time changes to the economy has had a significant impact on YALSA members and libraries. Due to this fact, is it necessary to change or eliminate any existing goals, objectives, strategies or tactics or add new ones?
- Are there activities YALSA is already doing that fit with one or more goals of t0 Tw 20.61 0 accemse

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STRATEGY 1-B: train members to be advocates for teen services (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create and implement Midwinter institute on advocacy	Taskforce	2008	Member and staff time, AV costs, material duplication costs	Completed at the 2008 Midwinter Meeting
Create canned advocacy program and train members to deliver at state/regional conferences	Advocacy Task Force	June 09	Member and staff time	Completed: Program was created in Feb. & is online at http://tinyurl.com/2dch5f8
Create and disseminate blog posts and podcasts	Legislative Committee along w/ Blog Manager	Launch after MW09	Member time	Completed: Legislation Committee & Advocacy TF did "28 days of advocacy" on the blog in Feb. 09.
Create online education component	Consult with Advocacy task force to identify	Offer course or webinar in 2010	Instructor fee for development and delivery from PIO funds	Completed: Karen Keys developed & facilitated the webinar on May 20
Apply for an IMLS grant to implement a train the trainer program	Executive Director, President, grant writer	Dec 2009	Member and staff time. Up to $4,300 for a grant writer, as per Board approval	Submitted grant Dec. 14, 2009. Will be notified in June 2010 of status of proposal.
Implement a fundraising campaign to support advocacy efforts	Financial Advancement Committee (FAC)	2010	Member and staff time	In progress. The FAC launched a "Give $10 in '10" that will support costs related to Library Advocacy Day & District Days (see below)
Send members to Library Advocacy Day	Taskforce to judge applicants Board will debate about continuing past 2010	June 2010 & possibly ongoing	Staff and member time as well as up to $5,000 in funds from Friends of YALSA (FOY)	In progress: identified 5 applicants who YALSA will fund for Library Advocacy Day. The 5 participants will then report on their experience and create an advocacy-focused learning experience for their

				library colleagues back home
Implement two rounds of District Days & provide resources and info to members to help them at the local level. Establish a taskforce to plan the 2011 round	Legislation Committee & Advocacy TF President & Board	2010 - 2011	Member and staff time	In progress: wiki page and space in ALA Connect is up. Blog post May 2010 with tips for getting started.

STRATEGY 1-C: create and refine updated talking points for members to use when advocating for quality teen services (L)

TACTIC	**WHO**	**WHEN**	**RESOURCES**	**STATUS**

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VIPs and stakeholders that outlines the importance of library service to teens Create and post advocacy focused content for the	Director			

STRATEGY 3-B: communicate to state and regional library organizations the need for updated and expanded young adult library services within individual libraries and library systems. (L)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Create canned presentation regarding the need for updated and [redacted] 2[Create canervitas				

Goal Area 2: Marketing

The value of YALSA's Programs and services are understood and recognized by the profession, the media and the public.

Objective (1): Increase awareness about YALSA's awards and selected lists among targeted segments of the public. Strategy:

a) develop and use a brand identity for YALSA's literary and media awards and lists. (H)

Objective (2): Improve member and library community knowledge of YALSA products and services. Strategy:

a) promote YALSA's products and services to members and the library community in diverse formats. (M)

Objective (3): Increase member and library worker utilization of products and services. Strategies:

a) assess members' knowledge and use of YALSA services. (H)
b) evaluate assessment findings and develop and implement action plan based on the findings. (M)

STRATEGY 1-A: develop and use a brand identity for YALSA's literary and media awards and lists. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Apply for pro-bono work from appropriate organizations like Tap Root, Net Impact & Northwestern University for grad students to develop logo & identity; failing acceptance YALSA staff will create	Executive Director	Summer 09	Staff time	Application submitted to Northwestern (2009) & Taproot (2010), but rejected. Application to Net Impact accepted and project completion is scheduled for June 2010.
Create & apply "best of the best" graphic and brand to existing marketing materials & update marketing messages, such as the tagline	Communications Specialist	Fall 2010 for launch in 2011	Staff time	Not yet undertaken as of 5/10

redesign	master & Website Advisory Committee	fall 2009 and implement the redesign in 2010	time. $10,000 from operating budget	contractor is currently working with a focus group on re-visioning the information architecture

STRATEGY 3-B: evaluate assessment findings and develop and implement action plan based on the findings. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Evaluate survey and submit recommendations to Board	Division & Membership Committee	Winter 2010	Member time	DMP Committee submitted recommendations in spring 2010.

Goal Area 3: Research

YALSA is a recognized source for access to targeted research benefiting members and the library community.

Objective (1): Increase member access to existing research relevant to library services to teens. Strategies:

a) Launch research journal. (H)
b) Market new and existing resources and opportunities. (M)

Objective (2): Increase opportunities for members, academics and library professionals to direct original research that fills gaps in teen library services. Strategies:

a) Launch research journal. (H)
b) Work with appropriate organizations to create research opportunities. (L)

Objective (3): Influence appropriate external research-focused organizations to increase inclusion of library services to teens in their research agendas. Strategy:

a) Establish a relationship with appropriate organizations. (M)

STRATEGY 1-A: Launch research journal. (H)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Conduct Member Editor search	YALSA Executive Committee & Advisory Board Chair	Summer 09	Staff time to market Member Editor position & create web space	Jessica Moyer accepted the appointment to edit the journal.
Put out a call for papers	Editor, Advisory board and Communications Specialist	2010	Member and staff time, possible ad	

Put out a call for papers Snapshot 2 - Edition 66 356.4 1 2010 e

journal	s Specialist			
Market the journal	Communications Specialist	Once web site is live	Staff time, possible ad	

Conduct Member Editor search	Executive Committee & Advisory Board Chair	Summer 09	Staff time to market Member Editor position & create web space	*Completed: Jessica Moyer accepted the appointment to*

STRATEGY 3-A: Establish a relationship with appropriate organizations. (M)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Connect with appropriate external research-focused organizations, such as Pew, and inform them about the need for including library services in relevant research	Executive Director	Ongoing	Staff time	Ongoing: o Met with IMLS and Pew in 5/09 o Spoke w/ Entertainment Software Assoc. in Sept. & Nov. o President attended Pew Conference spring 2010 o Pew participating in two 2010 YALSA preconferences.

Goal Area 4: Continuous Learning

YALSA's continuous learning opportunities are offered in various levels and formats and are utilized by all members and available to others.

Objective (1): Increase participation in online educational opportunities. Strategy:

a) Market CE opportunities to new and/or underserved groups. (M)

Objective (2): Increase regional training opportunities. Strategy:

a) Evaluate the existing CE offerings and implement a plan for unifying the offerings into one portf

STRATEGY 2-A: Evaluate the existing CE offerings and implement a plan for unifying the offerings into one portfolio as well as integrating new offerings into the portfolio. (H)

TACTIC	WHO	WHEN	RESOURCESf0q6EM-9fDC 7T0

Create wiki with resources and information for Chairs	President, Executive Director Yoke	2009	Member and staff time	Completed in 2009
Update responsibilities for Chairs and group members & distribute	Ad-hoc Board committee	2010	Member and staff time	Completed May 2010
Create and distribute additional materials about running for YALSA office	Board, President, Executive Director	2010	Member and staff time	Completed May 2010

Create virtual training module for newly
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Create online training materials for chairs of member groups working primarily in a virtual environment	President and Program Officer for CE	Available July 2010
Revisit the procedure for seeking and evaluating conference program proposals to ensure more timely programs and to increase member participation.		2011

	Membership			

Develop and send recruitment materials to targeted potential members	Program Coordinator for Membership and Division & Membership Promotion Committee	Fall 2010	Staff time, possible funds for mailings incl. list rentals Y 1-B:6( )]T

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Action Plan Update