

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Dallas
January 20 -24, 2012

Topic: Action Plan Review

Background: YALSA's Board approved a Strategic Plan in October 2011. After the Strategic Plan was developed, the next step was to create an Action Plan, which provides specific information about how the plan will be implemented. An Action Plan is provided below which the

Objective 1e: Increase YALSA’s reach and impact.

STRATEGY: Educate members and others about key topics, including advocacy, lobbying and political activity. (1a)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Recruit qualified individuals and groups to create blog posts and articles for YALS (at a basic level, including definitions)	YALSAblog manager, YALS editor	Ongoing, or as specific opportunities arise, such as Virtual Library Legislative Day	N/A	
Recruit qualified individuals and groups to give presentations and share materials at Annual, Mid-Winter, and Division Conferences, including how to tell your story, that are also made available online	Program Officer for CE and CE Advisory Board	2013 (recruit) 2014 (present)	Staff and member time	

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the teenservices evaluation tool)	taskforce	by 2013		
Identify individuals to publish advocacy related items in non-library professional avenues	Publications Advisory Board and Web Services Manager	2012	Staff and member time	
Identify individuals to create presentations and encourage members to use them at the local and state levels with administrators, policy makers, and other decision makers (e.g. short talks)	CE Advisory Board and Program Officer for CE	2012 (create) 2013 & 2014 (use)	Staff and member time	
Better position existing YALSA resources and events, such as book awards, TRW and TTW as advocacy opportunities for front line librarians and library workers by incorporating advocacy into resources and marketing materials for these products and events	TRW Committee, TTW Committee, Awards & Lists Marketing TF, Web Services Manager	Begin initial work in 2012	x Staff and member time x Possible expense for printing and shipping materials	
Provide a means for identifying advocacy	New Advocacy TF	2013	Member time	

experts and connecting members seeking to enhance their advocacy efforts with them				
Build out success story area on the web, including examples from libraries that have run successful advocacy campaigns (e.g. NY, OH)	Web Services Manager	2013	Staff time	
Create turn key events and resources to help librarians and library workers connect with policy makers at the local level, e.g. District Days	Legislation Committee	2013	x Staff and member time x Possible expense for printing and shipping materials	

STRATEGY: Educate members and others about how to become activists and how to recruit and train a local group of advocates. (1b)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Offer continued financial support of stipend for member(s) to attend legislative day	Board	ongoing	Cost of stipend	
Bring back the advocacy contest in some form	New Advocacy TF	2013	Cost of prizes	
Promote subscriptions to YAdvocacy listserv and post regular tips on	New Advocacy TF, Legislation Committee and	2012 - 2014 Legislation Committee	Staff and member time	

Washington Office

Taskforce

& shipping
materials

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and policy makers				
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STRATEGY: Graduate schools of library and information science develop and/or expand their teen and young adult services curriculum. (1d)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Continued attendance at ALISE conference and outreach to this group	Research Committee with Board support	January 2012	x Exhibit booth fee x Cost of printing and shipping materials	
Continue to post information on academic focused listservs, such as yaresearchers, JESSE and ESLS listservs	Staff and Research Committee	ongoing	Staff and member time	
Continue to send information to SLIS deans, as appropriate	Membership Coordinator and Executive Director	Periodically, as warranted	Staff time	
Target YALSA members who indicate they are faculty on their member form with information	Web Services Manager and Program Officer for CE	Periodically, as warranted	Staff time	

the curriculum				
Identify faculty who teach YA and send them regular updates, including tools for their classroom or desk copies of YALSA books	CE Advisory Board with support from Program Officer for CE			

Objective 2e: Lead a national discussion with key stakeholders about the current state of teen services in order to yield information regarding potential directions the field needs to take to meet the needs of teens.

STRATEGY: Identify, compile, and disseminate to YALSA members and others existing research and best practices (2e)

TACTIC	WHO	WHEN	RESOURCES	STATUS
continue to promote JRLYA and the Network for Research on Teens and Libraries and via social media tools	JRLYA editor and Research Committee with support from Web Services Manager	ongoing	Staff and member time	
Create blog posts and articles that help members and others understand how research relates to their every day work	Research Committee	2012 – 2014 committee	member time	
Implement another round of Excellence in Library Services to Young Adults	Board establishes a taskforce	2012 (taskforce established) 2013 (round implemented)	x Staff and member time x Stipend for editor x Publishing expenses (printing, proofing, etc.)	

Conduct a TRW impact study that identifies best practices in TRW

Compile a list of research focused organizations and encourage them to sign up to receive JRLYA via RSS or email notification	JRLYA editor with support from Web Services Manager	2012	Staff and member time	
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YALSA's research agenda	to develop proposal			
Explore the concept of a research focused event (such as AASL's Treasure Mountain)	Ad-hoc board committee investigates idea and decides whether or not to develop proposal	2013	member time	
Build out the research section of YALSA's web site	Web Services Manager with			

Create and provide guidelines and best practices for members new to conducting research	proposal Board establishes a	task Trd n t124 43089.519 10 ET q0.32 re W n BT /TT2J ET q()JTJte475.0-1.17 TD7.12 0 0 361206.Tw 12		
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partners) Hold regular (annual?) face to face and virtual forums with a wide variety of stakeholders	SLIS faculty President organizes with board and staff support	2013	x Staff and member
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	curriculum and works with Web Services Manager to disseminate			
Adapt existing &/or create new elearning (webinars, forums, e-courses, Academy videos) for those at the basic level of YA services, including learning that focuses on key YALSA resources such as its booklists and awards	Program Officer for CE works with CE Advisory Board to identify topics/content, then contracts with individuals to develop curriculum and works with Web Services Manager to disseminate	2012	<ul style="list-style-type: none"> x Staff & member time x Stipend for webinar & e-course development 	

Adapt existing &/or create customized materials (toolkits, articles, guides) targeted at librarian generalists and paraprofessionals and promote through YALSA channels

trainers	not to develop proposal			
Expand outreach to regional library councils and staff at libraries who are designated CE coordinators	Program Officer for CE	2013	Staff time	

STRATEGY: Seek out and implement new methods of delivering continuing education, including CE that focuses on YALSA’s competencies and guidelines. (3d)

TACTIC	WHO	WHEN	RESOURCES	STATUS
create badges for learning through the DML Competition				

STRATEGY: Educate and engage with appropriate library administrative organizations and stakeholders as to the value of YALSA’s portfolio of CE to teen and young adult services professionals and workers. (3)

TACTIC	WHO	WHEN	RESOURCES	STATUS
participate in the DML badges for learning competition	Program Officer for CE, Executive Director, Linda Braun, Jack Martin	2012	Staff & member time	
Work with relevant organizations, such as LLAMA, to obtain buyin from library administrators for the recognition program	Program Officer for CE and CE Advisory Board	2013	Staff & member time	

Goal 4: Member Recruitment and Engagement

YALSA is a stronger organization because of increased member engagement in the mission and work of the organization, and because more individuals in the library community see the value of membership and make a commitment to join YALSA.

Objective 4a: Continue to recruit and retain YALSA members so as to expand and diversify the total membership of YALSA.

Objective 4b: Continue to establish, support, coordinate, market and recruit participants into an array of active and

identify ways to increase
local presence, including

sponsored events, such as happy hour and trivia night.				
Expand networking opportunities for members, including face to face opportunities at conferences	Membership Coordinator with Program Officer for CE and DMP Committee	2013 (Review recommendation from IG/DG taskforce and then move forward)	Staff & member time	

YALSA Board of Directors

STRATEGY: Build the capacity of the YALSA Board of Directors through recruitment, training, identifying and clarifying roles within the Board and establishing a Board committee structure. (5b)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Identify and establish standing board committees	Board	2012 - 2013	member time	
Explore the Junior Board concept	Board		<ul style="list-style-type: none"> x member time x Possible cost of travel for jr. board & stipend for coordinator, if approved 	

(similar to Good Housekeeping seal of approval)	investigates idea & decides whether or not to develop proposal		of design of seal or logo	
work with a marketing consultant to evaluate YALSA's marketing efforts and to conduct market research and implement recommendations refresh images/graphics that have become dated, including look of YALS, YALSAblog design and	Executive Director	2012	<ul style="list-style-type: none"> x Staff time x Cost of consultant (up to \$10K) 	

