

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, San Antonio  
January 20-25, 2006**

- Topic:** Executive Director’s Goals for FY ‘06
- Background:** At each Midwinter Meeting the Executive Director submits his or her goals to the Board for their review.
- Action Required:** Consent/Information Only
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Please see chart on following pages

Goal: Efficiency & Improvement	Accountabilities	Performance Measures
<p><b>ALA:</b> Demonstrate measurable member satisfaction increase above baseline established in FY '04 through a follow-up member satisfaction survey</p>		
<p><b>YALSA:</b> By August 31<sup>st</sup> 2006, increase visibility/awareness of YALSA through enhanced communication &amp; interaction with members/customers/partners.</p>	<ul style="list-style-type: none"> <li>• Evaluate feedback from Teen Read Week registrants and use findings to improve our programs and services relating to the 2006 Teen Read Week</li> <li>• Strive to provide excellent customer service, products, and programs to members and potential members</li> <li>• YALSA will collaborate with the PIO and other appropriate media related groups to increase public awareness of YALSA, its products, services, awards, selected lists and programs</li> <li>• YALSA will increase awareness of the Michael L. Printz award through its collaboration with Random House on the Support YA Literature Campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Teen Read Week '06 will have expanded products at an affordable price point as well as free downloadable resources from the web site</li> <li>• The number of Teen Read Week registrants will exceed 5,000</li> <li>• Sales of the Printz seals will increase 10% over FY '05</li> <li>• YALSA staff will continue offer friendly, accurate &amp; prompt customer service</li> <li>• YALSA will add at least one new work to its publication portfolio</li> <li>• Increased mention of YALSA in the national media</li> <li>• Updated boilerplate packages available to use for PR</li> </ul>
<p><b>Personal:</b> <b>BY:</b> By August 31<sup>st</sup>, 2006 I will have completed an initiative to increase visibility of both YALSA's awards and Teen Read</p>	<ul style="list-style-type: none"> <li>• Work with publishers, awards committees, Pat Connelly and others to promote the sale of seals and raise awareness of awards</li> </ul>	<ul style="list-style-type: none"> <li>• New products are available for purchase</li> <li>• Letters to publishers and other documents relating to sale of seals</li> </ul>

Program through targeted initiatives.	<ul style="list-style-type: none"><li>• Work with members, staff and TAGS groups to develop and launch new Teen Read Week products</li></ul>	<ul style="list-style-type: none"><li>• Royalty statements for seals</li><li>• Evidence of related activities</li></ul>
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<b>Goal: Financial Performance</b>	<b>Accountabilities</b>	<b>Performance Measures</b>
<b>ALA:</b> General fund net revenue will reach or exceed \$250,000.		
<b>YALSA:</b> By August 31 <sup>st</sup> 2006, YALSA will have implemented new initiatives to increase revenue.	<ul style="list-style-type: none"> <li>• Increase Teen Read Week revenues from sponsorship(s)</li> <li>• Add to YALSA’s existing publishing portfolio</li> <li>• Continue branding of the Printz, MAE, and Alex awards</li> <li>• Manage the launch of a Friends of YALSA donor opportunity to establish a permanent endowment for YALSA operations</li> <li>• Develop new products to sell to members, librarians and educators</li> </ul>	<ul style="list-style-type: none"> <li>• Teen Read Week ’06 will have at least three new sponsors</li> <li>• YALSA will have signed a contract to publish at least one new work itself or with ALA Editions</li> <li>• Sales of MAE seals will increase a minimum of 10%</li> <li>• YALSA will take in at least \$5,000 in donations from its new Friends of YALSA program</li> <li>• At least 3 new products will be available for sale before Aug. 31, 2006</li> </ul>
<b>Personal:</b> <b>BY:</b> By August 31 <sup>st</sup> , 2005 I will have implemented strategies to launch, promote and manage the Friends of YALSA program.	<ul style="list-style-type: none"> <li>• Work with the Development Office to attract potential donors</li> <li>• Oversee production of mailings and PR materials for Friends of YALSA</li> <li>• Work with member leaders to “sell” the value of the Friends campaign to members</li> </ul>	<ul style="list-style-type: none"> <li>• PR materials and web content specific to Friends is available</li> <li>• Communications with Development Office and potential donors</li> <li>• Interactions and communications with member leaders</li> </ul>

Goal: Members/Customers/Partners	Accountabilities	Performance Measures
<p><b>ALA:</b> Total membership will increase 4% over FY '05.</p>		
<p><b>YALSA:</b> By August 31<sup>st</sup> 2006, YALSA will have implemented targeted member campaigns to increase its membership by 10% over FY '05.</p>	<ul style="list-style-type: none"> <li>• Conduct member &amp; member prospect research to determine education &amp; information needs</li> <li>• Utilize registration information from Teen Read Week '05 to target and acquire new members</li> <li>• Plan and implement a strategy to retain current student members</li> </ul>	<ul style="list-style-type: none"> <li>• Work with John Chrastka to code specific member campaigns and track membership growth as a result of campaigns</li> <li>• Of the '05 Teen Read Week registrants who were nonmembers, attain at least 50 new memberships</li> <li>• Launch of YALSA 101 at Annual '06 and other events and services targeted at student members</li> </ul>
<p><b>Personal:</b> <b>BY:</b> By August 31<sup>st</sup>, 2006 I will have developed and implemented a plan for acquiring new members</p>	<ul style="list-style-type: none"> <li>• Develop new member recruitment materials</li> <li>• Work with John Chrastka to coordinate recruitment efforts</li> <li>• Work closely with YALSA's Division &amp; Membership Promotion Committee</li> </ul>	<ul style="list-style-type: none"> <li>• New recruitment materials are available</li> <li>• FY '06 membership reports show a significant increase</li> <li>• Communications with committee and John Chrastka</li> </ul>

Goal: Personal Learning	Accountabilities	Performance Measures
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<p><b>ALA:</b> 100% of staff will undertake a training, educational and/or developmental activity &amp; will complete and submit to their supervisor the Personal Learning Form within 10 days of this activity.</p>		
<p><b>YALSA:</b> By August 31<sup>st</sup> 2006, each staff member will develop &amp; implement a personal learning plan that incorporates at least 3 learning or teaching activities to address identified needs.</p>	<ul style="list-style-type: none"> <li>• Create job specific learning plan to be presented with FY 06 goals</li> <li>• Periodic check-in with supervisor to review/revise learning plan</li> <li>• Integrate learned skills/concepts into daily work and share new skill/knowledge with other staff when appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Completed personalized learning plan</li> <li>• Weekly Summary &amp; Planning Guide forms</li> <li>• Document improvements in job performance resulting from personal learning/teaching</li> </ul>
<p><b>Personal:</b> <b>BY:</b> By August 31<sup>st</sup>, 2005 I will increase my knowledge and expertise of effective practices relating to association management.</p>	<ul style="list-style-type: none"> <li>• Become more active in relevant professional organizations</li> <li>• Attend appropriate professional development sessions</li> <li>• Read professional literature</li> </ul>	<ul style="list-style-type: none"> <li>• Contribute to ASAE discussion lists</li> <li>• Attend an ASAE workshop or other institution's conference</li> <li>• Reading log</li> </ul>