

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Denver
February 9 - 12, 2018**

Topic: Executive Director’s Goals for FY18

Background: At each Midwinter Meeting the Executive Director submits her goals to the Board. It is the responsibility of the Board to provide her immediate supervisor with feedback about the Executive Director’s performance at the end of each fiscal year. The goals can help guide the feedback the Board provides. Beth Yoke has submitted the information below.

Action Required: Consent

There are two sets of goals included in the following chart: YALSA’s goals and the Executive Director’s personal goals. YALSA’s and the Executive Directors goals are developed based on the YALSA Organizational and Implementation Plans.

FY18 Unit & Personal Goals

Efficiency & Improvement

Goal	Accountabilities	Performance Measures
YALSA: By August 31, 2018, YALSA will have created procedure manuals for each staff position to formalize and clarify responsibilities, and identify and reduce overlap	<ul style="list-style-type: none"> • Procedure manuals created and used 	<ul style="list-style-type: none"> • Staff efficiency improves due to role clarifications, elimination of duplication, and increased clarity of roles
Personal: BY: By Aug. 31, 2018, I will have expanded my monthly to-do list into a procedure manual for the ED position	<ul style="list-style-type: none"> • Procedure manual created 	<ul style="list-style-type: none"> • Increased efficiency in the ED position • Reduced learning curve for the next ED • Staff and board clarity around ED roles and responsibilities

Financial Performance

<u>Goal</u>	<u>Accountabilities</u>	<u>Performance Measures</u>
<p>YALSA: By August 31st 2018, YALSA will have expanded its capacity to support ongoing work related to the organizational plan</p>	<ul style="list-style-type: none"> • A 2018 planned giving plan is in place and launched • Leadership Endowment fundraising activities are prioritized and carried out • Updated business plan 	<ul style="list-style-type: none"> • Fundraising activities • Other action items as determined by the outcome of board discussions • Amount of funds raised • Fundraising and planned giving brochures, letters, marketing messages, etc. • Increased awareness of planned giving and Leadership Endowment • Business Plan updated and posted online
<p><u>Personal:</u> BY: support member leaders in activities such as updating the Business Plan, implementing a fundraising campaign for the Leadership Endowment and a planned giving strategy</p>	<ul style="list-style-type: none"> • Communications with Board, Fund & Partner Development Board Sub-Committee, Financial Advancement Committee, ALA Finance and ALA Development • Reports for board • Communications with potential donors and planned giving prospects • Communications with the Fiscal Officer around updating the Business Plan 	<ul style="list-style-type: none"> • Amount of funds raised • Member and supporter response to fundraising and planned giving brochures, letters, marketing messages, etc. • Business Plan used by the Board to support informed decision making and planning

Members/Customers/Partners

Goal	Accountabilities	Performance Measures
<p>YALSA: By August 31st 2018, YALSA will have increased the number of members with diverse backgrounds</p>	<ul style="list-style-type: none"> • Evaluate and leverage member feedback from Sep. 2017 survey • Strengthen ties with ALA, as well as Ethnic Affiliates and other relevant groups • Advancing Diversity Taskforce work is completed 	<ul style="list-style-type: none"> • Communications with Ethnic Affiliates, Round Tables, and ODLOS • Marketing/promotional messages to potential members • Results of comparison of member diversity data from 2016 to 2018 • Recommendations from Taskforce prioritized and implementation plan in place
<p>Personal: BY: By Aug. 31st, I will have worked with the Board and Advancing Diversity Taskforce to implement and analyze a survey for non-members and facilitated board discussions and decision making</p>	<ul style="list-style-type: none"> • Interactions with YALSA member leaders and staff • Board documents and discussions • Communications with Board, staff, and membership • Survey results and analysis 	<ul style="list-style-type: none"> • Begin work with staff and member leaders on implementation plan • Board discussions and decisions

Personal Learning

Goal	Accountabilities	Performance Measures
<p>YALSA: By August 31st 2018, each staff member will develop & 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"> • Create job-specific learning plan to be presented with FY18 goals • Periodic check-in with supervisor to review/revise learning plan • Integrate learned skills/concepts into daily work and share new skill/knowledge with other staff when appropriate 	<ul style="list-style-type: none"> • Completed personalized learning plan • Document improvements in job performance resulting from personal learning/teaching
<p><u>Personal:</u> BY: By August 31st, 2018 I will have gained knowledge and skills around succession planning and leadership transitions</p>	<ul style="list-style-type: none"> • Attendance at workshops and virtual CE events • Participation on professional committees or other work groups 	<ul style="list-style-type: none"> • Results of work with the Board • Incorporation of skills learned into daily work • Publications or presentations