

# Strategic Plan 2007

Alabama Library Association

July 2007

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## I. Introduction by the President

There is much wisdom in the statement “If you don’t know where you’re going, no road will take you there.” The importance of having a roadmap and knowing destinations cannot be denied. That detours will happen cannot be denied either. Planning for the “trip” on which the Alabama Library Association is taking the next few years is now in writing. I am extremely proud of the hard work of the Executive Council who formed the foundation for The Alabama Library Association’s (ALLA) Strategic Plan & Action Plan. These plans are to be used for guidance and reminders of who the association is and what it is doing. The Plan is to be publicized and used immediately after adoption. (July 2007) Will it change? Yes, it will change because the environment changes and new ideas form and detours must be made. There is not a perfect plan but the association has this document as a great starting point. Enjoy!

## II. Executive Summary

The following strategic plan is the result of the hard work of membership who participated in the Alabama Library Association (ALLA) Retreat 2007. To begin the planning process the members worked through an adapted form of the *ALA Advocacy Workbook*. This workbook served as a way to organize thoughts & processes. At the end of a brainstorming session and reporting time, the President collected the written documents from members. Shortly thereafter, she condensed the information and organized it into areas of importance as indicated by the membership. The Planning Committee will be responsible for adopting, promoting, tracking and future adapting. Annually, at the end of a year, the Planning Committee will review the strategies listed on the Action Plan to see if the Strategies are being met. In an annual written progress report, the Planning Committee will list each strategy. Under each strategy, the Planning Chair will include *Accomplishments/Progress Made* and *Recommendations for Further Progress*. If the Executive Council accepts the Recommendations, the Planning Committee revises the Action Plan as needed.

## III. Mission and Key Statements

The **Mission** of the Alabama Library Association is –

**To provide leadership** for the *development, advocacy, and improvement* of library and information services and

**To promote the profession** of librarianship, in order to *enhance learning and ensure access* to information for all.

**Key Statements** about the Alabama Library Association from the Alabama Library Association Leadership/Planning Retreat 2007--

*ALLA—Your support network—Period !*

*Be a representative for ALLA as you would for your own library.*

*We are cool! We are not what or who you think we are.*

*ALLA offers something for everyone—get involved and discover what you can do.*

*Alabama libraries & librarians come together for all purposes.*

*Join YOUR association—not THE association.*

*Preserve the past—explore the future.*

#### **IV. Organization Profile and History**

The first annual meeting of the Alabama Library Association took place on November 21, 1904, in Montgomery, Alabama. Appropriately, it celebrated its Centennial at the Alabama Library Association annual convention in Montgomery in 2004. Membership consists of library staff from all types of libraries.

#### **V. Critical Issues and Strategies**

The Alabama Library Association's Leadership/Planning Retreat attendees mapped the issues that they deemed most critical for Alabama libraries, librarians and the association. Fortunately, the body also offered strategies for meeting these issues. Since the Action Plan is and will be a document in progress, there will be changes and additions to the strategies. As indicated in the following parts of the documents, issues are addressed in two parts: program goals and management goals. Strategies are outlined in the Action part of the plan. Timelines indicate when an action is taking place and do

not indicate “ongoing” but should indicate specific times. The Plans will need to be revised to indicate new/adjusted strategies and timelines.

## **VI. Program (Service) Goals**

**Program Goal 1. Advocating for interests and initiatives of the membership**

**Program Goal 2. Polishing professional image**

**Program Goal 3. Providing professional development**

## **VII. Management (Organizational Development) Goals**

**Management Goal 1. Building membership**

**Management Goal 2. Marketing the association**

**Management Goal 3. Maintaining stability in leadership and in finances**

## Alabama Library Association

### Action Plan

June 2007

#### Program Goal 1. Advocating for interests and initiatives of the membership

STRATEGY	TACTIC	RESPONSIBILITY	TIMELINE	COMMENTS
Advocate for all issues below	Publish platform for Legislative Day 2008	Legislative Committee & ALA Councillor	Now	
	Link to advocacy tools	Web master		
	Formation of a Library Business Alliance	Planning Committee & Public Relations Committee	2007-2009	
Leveled playing field for small libraries	Advocate for small libraries	Public Relations Committee	2007-2008	
Cost benefit of all types of AL libraries	Research & publish findings	Public Relations Committee	2007-2008	
Representation at national level	Send ALLA members to ALA & other national forums	Executive Council	ongoing	
	Drawing for ALA trip	Convention chair		
School libraries promotion	Promote SKILLS & publish info	Legislative Committee	Now	

School & public library collaboration	Create e-mail distribution lists & use them  Collaboration Task Force  Convention program	PLD & CSLD  PLD & CSLD  Convention chair	2007-2008	
Librarian & teacher collaboration	E-mail to teacher discussion lists	CSLD & Public Relations Committee	2007-2010	
Wages	Web link to ALA Allied Professional Association (ALA-APA) site  Research minimum wage policy of other states & propose ALLA policy  Develop a plan for social networking	Web master  Legislative Committee  Public Relations Committee	2007  2007-2008  2007-2010	
Library buildings improved	Legislative Day platform	Legislative Committee	2007	

Increase public awareness	Write & implement with AL Bureau of Tourism a campaign similar to Year of Outdoor Alabama, Alabama Gardens, Alabama Foods	Public Relations Committee	2007-2010	
Increased library funding	Platform for Legislative Day	Legislative Committee	2007	
State leaders awareness	Plan of action	Legislative Committee & Public Relations Committee & Planning Committee	2007-2010	
Paraprofessional certification	Research & propose policy	Planning Committee	2007-2010	
Strengthen ALLA processes	Implement AMO & monitor results	AMO committee & officers, chairs & moderators	Now	
Resource funding	Platform for legislative Day to promote AVL & school resource funding & keep Internet free	Legislative Committee	2007	

**Program Goal 2. Polishing professional image**

STRATEGY	TACTIC	RESPONSIBILITY	TIMELINE	COMMENTS
Cost benefit of AL libraries	Research & publish findings	Public Relations Committee		



PR outside the library world "Media Blitz"	PSAs about what libraries offer & what librarians do & appearances on APTV	Public Relations Committee		
Strengthen ALLA processes	Implement AMO & monitor results	AMO committee & officers, chairs & moderators	Now	

### Program Goal 3. Providing professional development

STRATEGY	TACTIC	RESPONSIBILITY	TIMELINE	COMMENTS
New members education	Workshops aimed toward new members	NMRT Convention chair		
Leveled playing field for patrons	Professional development for small libraries	CSLD CUS PLD		
Increased awareness of government documents	Workshops & content for ALLA web pages	GODORT	2007-2008	
Knowledge of AVL	Advertise & conduct training sessions in different geographic areas	Education Committee	2007-2008	
Speaker Resources	Speakers & contact info listed on ALLA web pages	Web master & Officers, chairs & moderators	2007-2008	

Disaster preparedness/Preservation	Workshops  Link to SOLINET's disaster preparedness resources	Education Committee & Web master	2007-2008	
Regional professional development	Research & propose strategy	Education Committee	2007-2008	
ALA –what it does for you	Workshop on ALA developments  Links on web page	Convention Committee  Web master	2007-2008	
Paraprofessional development	Workshops	PART & Convention Committee	2007-2008	
Non-library groups reached	Use e-mail lists to advertise workshops & Convention programs	Convention Committee & Education Committee	2007-2009	

### Management Goal 1. Building membership

STRATEGY	TACTIC	RESPONSIBILITY	TIMELINE	COMMENTS
Academic libraries challenged	Research & propose strategy	Planning Committee & Membership Committee	2007-2010	
Membership Incentives	ALLA pins	Membership Committee	2007-2010	
	Job Fair at Convention	Convention Committee		
	ALA trip give-away	Convention Committee		
	New members'	Convention Committee		

	reception	Convention Committee		
	Calendar & membership directory	Web master & Membership Committee		
	Incentives Development	Planning Committee & Membership Committee		
Communication increased	Write & implement membership building plan	Planning Committee & Membership Committee		
	Survey non-members	Planning Committee & Membership Committee		
Strengthen ALLA processes	Implement AMO & monitor results	AMO committee & officers, chairs & moderators	Now	
Tracking membership lapses	Implement AMO	AMO committee, officers, chairs & Moderators	2007-2010	
Promote/incorporate Members-at-large network	Add content to web pages	Members-at-large & Web master	2007-2008	
Outreach to Management	Contact directors & administrators	Membership Committee	2007-2010	

Management Goal 2: Marketing the Association

STRATEGY	TACTIC	RESPONSIBILITY	TIMELINE	COMMENTS
"Working together"	President uses as a theme	2007-2008		
Web development	Add content to ALLA web pages	Officers, chairs, moderators	2007-2008	

Marketing Plan	Research, write & publish plan	Public Relations Committee	2007-2010	
Strengthen ALLA processes	Implement AMO & monitor results	AMO committee & officers, chairs & moderators	Now	
Scholarship winners recognition	Publicize on ALLA web pages	Web master & Scholarship & Loan Board	Now	
Build partnerships	Write plans for partnerships with other library groups, e.g., AIMS, & incorporate into Handbook	Planning Committee & Public Relations Committee & Membership Committee	2007-2010	Build partnerships
	Write plans for partnerships with other nonprofit organizations, e.g., FOCAL, CCRC & incorporate into Handbook	Planning Committee & Public Relations Committee & Membership Committee	2007-2010	
	Write plans for partnerships with library school & incorporate into Handbook	Planning Committee & Public Relations Committee & Membership Committee	2007-2010	
	Write plans for partnerships with Chamber of Commerce, Business Council of AL	Planning Committee & Public Relations Committee & Membership Committee	2007-2010	
	Write plans for partnerships with senior citizens	Planning Committee & Public Relations Committee & Membership	2007-2010	

	groups  Write plans for partnerships with senior citizens groups	Committee  Planning Committee & Public Relations Committee & Membership Committee	2007-2010	
Build your own personal network	Keep in touch with library staff in your city, county	All	2007-2008	
Target special librarians	Inform, invite via e-mail distribution lists	CUS & Membership Committee	2007-2009	
Signature on e-mails	Include Alabama Library Association Member	ALL	Now	

**Management Goal 3. Maintaining stability in leadership and in finances**

STRATEGY	TACTIC	RESPONSIBILITY	TIMELINE	COMMENTS
Strategic Plan & Actions	Write & begin implementing	Planning Committee, Officers, chairs, moderators	Now	
Written policy & procedures	Add Retreat handouts to web pages & to Handbook  Handbook suggestions submitted	Handbook Committee & web master  Officers, chairs, moderators	Now	
6-month cash reserve maintained	Add as budget line & propose budgeting	Budget committee	2007-2010	
Strengthen ALLA processes	Implement AMO & monitor results	AMO committee & officers, chairs & moderators	Now	

New workers (youth)	Contact & recruit new members for committees, etc.	All	Now	
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