

**Strategic Plan 2001-2003**  
**Washington Library Association**  
 Updated 3/19/03

**Goal: Revitalize the Washington Library Association**

<b>Strategy</b>	<b>Tactic</b>	<b>Responsibility</b>	<b>Status</b>	<b>Comments</b>
Increase new member enrollment.	Create a new member reduced rate dues category for first time enrollment.	Membership Committee WLA Board Fiscal impact committee.	2/02 – will not be pursued.	Membership Committee does not recommend. It has been ineffective in the past.
	Encourage WALE members to join.	WLA President	Spoke at Wale conf. 11/01 and 9/02	WALE Membership is increasing. 4/03
Encourage new members to participate.	Hold a conference program for first time conference attendees with information about the association and how to become involved.	Membership committee. IG Coordinator	New member Meet and Greet held at OLA/WLA Conference. 4/02 Yakima Conference 2003	Recommend for each conference.
Increase new member diversity.	Establish a 4 year Diversity Membership Scholarship.	Membership Committee Scholarship Committee		Membership and Scholarship committees should meet. Recommend pursuing.
	Establish a diversity workshop at conferences.	Continuing Education Coordinator Conference Chair	Preconference: Marketing to Culturally Diverse Communities 4/17/02 Programs at 2002 conference: Outreach to homeless teens, Serving gay youth, Latino Library needs, Library service to Native Americans, and Libraries in Cuba	Per CE Coordinator. 4/02  “Bienvenido to the Library” offered at Conference 4/03
Increase Academic Library staff membership.	Create liaisons with ACRL and CCLAMS.	Task force appointed by the WLA Board.	President will attend ACRL meeting 7/02	Keep communications open. Continue to offer programs of interest to academic libraries at conference.

	Have one issue of Alki juried each year.	Alki Editor	Postponed indefinitely. 1/02	Board moved not to pursue. 4/02
Increase Friends and Trustees membership.	Send WLFFTA promotional mailings to all libraries in Washington.	WLFFTA WLA Membership Committee	Mailings sent 1/02 10/02	WLFFTA Advocate sent to library Directors.
	Hold biennial Friends Forums.	WLFFTA Continuing Ed Coordinator.	Held September 28, 2002.	Per CE Coordinator 4/02 Continue
Recognize excellent service to WLA .	Create a Certificate of Appreciation to members from the Board.	WLA Board PR committee	Awards presented at 2002 Conference.	Certificate completed 9/02.
	Present Certificates of Appreciation	WLA Board	To: Catherine Lord 9/02, Christie Coomes, Lila Erikson 11/02, Regan Robinson Jan Walsh 2/03	Continue presenting awards. 4/03
Promote Washington Library employment opportunities.	Establish an annual job fair at the WLA conference.  Hold Job fair at WALE conference.	Vice-President, WLA MAST Collaborate with WALT. UW student chapter. WALE Chair	Washington Library Jobs was part of the WLA booth at the Conference 4/02 <i>Wale conference 9/02</i>	Highlighted postings from WLA Institutional members.
Increase the number of opportunities for training and education	Provide training scholarships for workshops, pre-conferences and conferences.	Continuing Education Coordinator Membership & Scholarship Committee PNLA- Chapter Leadership		Membership and Scholarship Comm. should discuss And present for Board approval. Continue?
	Partner with library systems, the UW Information School, the state library, WALT and other organizations.	Continuing Education Coordinator Interest Group Chairs President, WLA	President met with WALT 3/02 and I-School 4/02.	WALT became a WLA interest group 9/02. I-School presented more programs at conference 4/03
Develop leadership opportunities and skills needed to meet those opportunities.	Provide scholarships and opportunities to attend workshops that develop leadership skills.	Membership and Scholarship Committee PNLA	Developed a workshop on UCITA and CIPA 4/02 WFFTA members help plan the WILL Workshop (leadership training for Trustees)	WLA conference 4/02 WALE issued scholarships for members to attend COPE.
	Identify and encourage leadership training.	Continuing Education Coordinator PNLA WLA President	ALA is offering "Developing Chapter Leadership. 2/02 PNLA developing an annual residential leadership Workshop. 2/02	ALA conference 1/2 WLA President met with Mike Eisenberg and Sandy Carlson about developing a Leadership Institute 10/02 1 <sup>st</sup> institute planned for the fall of 2004.

	Sponsor retreat for IG Chairs and Chair elects.	Membership committee IG Coordinator	Scheduled for 2/23/02. Plan for winter of 2004.	Completed 2/23/02 Recommend biennial retreats.
	Update Workshop on Workshops packet and make available on the WLA website.	Continuing Education Coordinator Interest Group Chairs Taskforce Webmaster	Completed 2/02. Posted on website. 3/02.	Tactic completed 3/02.
	Recruit and train and Intern for the Legislative Planning committee.	Legislative planning committee.	Added 6/02-tabled per LPC	Promotes leadership and continuity. Discuss with lobbyist 7/03.
Revitalize interest groups.	Promote recruitment of members at conferences and workshops.	Interest Group Coordinator Interest Group Chairs Conference committee.	Meet and Greet at WLA/OLA conference 4/02 Yakima conference 4/03	Hold at each conference.
	Promote new or expanded interest groups	Interest Group Coordinator	TRIP, WALT added ESLIT CHANGED TO OLE WLFTA changed to WLFFTA MAST changed to SAM 9/02	
	Develop an Interest Group brochure outlining the value of Interest Groups to the organization and how to participate	Interest Group chairs Membership committee. Public Relations Committee IG Coordinator	Under consideration 6/02	Recommend assigning to task force.
	Start a Retirees Interest Group.	IG Coordinator President, WLA.		Pursue if leadership is available.
Revitalize WLA image with a new marketing plan.	Redesign the WLA brand.	PR Committee Coordinator of Communication	Bids solicited and design work began. 3/02 New brand mark approved by Board 6/02.	
	After Board approval, phase in aggressively.	PR Committee Coordinator of Communication	Under consideration 6/02	In progress 4/03
	Develop promotional brochure with new brand.	PR Committee	2/03 brochure completed. Poster contest-winning poster to be printed. 5/03	Continue poster contest.

	Redesign WLA publications with the new brand.	PR Committee ALKI Editor Link Editor Coordinator of Communication.	New mastheads for Link and ALKI 12/02 Newsletter template will be ready 4/03	
	Develop banner page for the web site using the new brand logo with information about the benefits of WLA membership.	PR Committee Coordinator of Communication Webmaster	New banner done 1/03.	
Host a booth at PLA 2004.	Market library and Northwest products to raise awareness of WLA and to raise funds.	PR Committee ALA Councilor. Vice-President Task Force	Appoint Task force 11/01 Task force met 6/02	In progress

**Goal: Promote Library Advocacy within the Library Community.**

<b>Strategy</b>	<b>Tactic</b>	<b>Responsibility</b>	<b>Status</b>	<b>Comments</b>
Assure that library staff and volunteers are informed about library issues and core values.	Promote conference attendance to library directors and decision-makers.	Conference Planning Committee WLA President Legislative Planning Committee	President attended Director's retreat. 2/02. Legislative updates, calls to action and conference calls. 12/01-present.	Legislative planning committee calls to action helped to save the State Library.
	Encourage grass roots participation	WLA President and VP Legislative Planning committee. Grassroots	Suggested 6/02 Used listserv to inform members about library issues (Stevens County 9/02-11/02. State Library .... WLFETA supported Stevens County Library District fight against ballot issue calling for dissolving the district. 9/02	
	Offer advocacy programs at conferences and as part of Continuing Education.	Interest Groups Conference Planning Committee Continuing Education Coordinator	SRRT-program on Native American Libraries presented at OLA/WLA 2002 Programs presented at OLA/WLA 2002: "Nuts and Bolts of working with the media, People do things for their	Per CE coordinator 4/02 37 attended the Levy Elections Preconference. Recommend a similar program as at next conference and/or as a Continuing Ed workshop.

			reasons...," "State of the Art Leadership Toolkit". Pre-conference on "Levy Elections Do's and Don'ts" presented by Vice President.	
Promote Intellectual Freedom.	Approve draft of the Intellectual Freedom Handbook.	IF Committee WLA Board	The Board decided not to publish an IF Handbook. 4/02.	
	Publish and distribute Intellectual Freedom Handbook. (WLA Board decided not to publish this Handbook, 1/02).	IF Committee PR Committee Publications Committee Webmaster	It was decided to post IF information on the WLA website. President met with Catherine Lord, Martha Parsons and the IF committee. <i>Completed 6/02</i>	No handbook will be published.  IF information is posted on the WLA Website. 6/02
	Distribute copies of the Intellectual Freedom Tip Sheet to all frontline staff.	WLA President Publications Committee PR Committee Continuing Ed Coordinator	Tip sheet in draft form 4/02 Adopted by Board. 6/02 Posted with IF information on website.	
	Support IF at National level by donating too ALA IF fund.	WLA Board	Donation of \$1000.00 to ALA IF fund. 6/02	
	Offer a preconference on IF	IFIG	"Libraries and the Internet" planned preconference 4/02	Conference held in Jantzen Beach. 4/02
	Meet with other organizations to provide information about Intellectual Freedom issues.	Bill Ptacek and Steve Duncan	Met with Gates Foundation members regarding IF, CIPA and filtering.	5/02
Seek opportunities to recruit unaffiliated Friends groups to WLFFTA.	Identify unaffiliated groups.	WLFFTA Grassroots PR committee Legislative Liaison	Friends Survey 10/01	Identified funding, Internet, strategic planning, building needs and public lack of knowledge about services as key issues.
	Develop and offer a brochure for Friends groups about WLA and WLFFTA.	WLFFTA Grassroots PR committee	Mailing to be done by 5/03.	
Support Friends of the Libraries as community oriented library advocates.	Provide rich conference programming for Friends.	WLFFTA Conference Planners	Friends Cameo at WLA conference 4/02 Friends forum planned for 9/02	Planned as biennial event.

	Support Friends of the State Library	WLA Board	\$1000.00 donation made to the Friends of the State Library	
Enlist support of State legislators.	Invite legislators to visit libraries.	WLFFTA Legislative Planning Committee Grassroots	Plan to invite legislators to visit libraries 9/02	Continue
	Encourage participation in legislative day.	WLFFTA Legislative Planning Committee Grassroots	Meet & Greet Legislative packet 1/02 WLTFA promoted Legislative Day in Advocate.	40 attended the Meet & Greet. Over 170 participated in Legislative Day. 1/02. Next Legislative Day scheduled for 2/13/03. Did not hold due to Capital campus construction.

**Goal: Network with associations and organizations with common goals.**

<b>Strategy</b>	<b>Tactic</b>	<b>Responsibility</b>	<b>Status</b>	<b>Comments</b>
Hold joint conferences and workshops	WLA/OLA Conference April 2002 PNLA Conference August 2004	Conference Planners Continuing Education Council IG Coordinator	Joint WLA/PNLA planned for 8/04	WLA/OLA Conference held 4/02.
Identify and contact potential corollary organizations.	Create a task force to make up an agreement for working with other organizations.	Susan Madden WLA President Interest Groups	Task force appointed. 1/02.	Continue 4/03
	Contact Washington Literacy	Susan Madden	Distributed a WA Literacy flyer 11/01.	
	Offer free memberships to selected corollary association presidents.	WLA Board Task force	Decided not to pursue. 6/02	
Offer WLA speakers or programs at conferences of other organizations.	SRRT- present program at PNLA 2002. "Libraries build sustainable communities"	Jonathan Betz-Zall WLA President made a presentation at the Alaska Library Association Conference 3/03	Missoula, 8/9/02 Juneau, 3/03	
	WLA sponsor IF preconference at PLA.	Catherine Lord	2004	

Offer Reciprocal fees for WLA membership or to attend workshops and conferences to selected organizations.	Seek organizations that can offer similar benefits to WLA members.	WLA Board Membership committee.	In process. 2/02	WLA President is contacting orgs. Continue. 4/03
Recruit speakers from other associations for workshops and conference programs.	Invite legislators to speak at conferences	Grassroots Conference Planners Continuing Ed Council Interest Group Chairs	Rep. Bill Grant spoke at WLA/OLA conference 4/02	
	Ask for suggestions of speakers from other organizations	Interest Groups WLA Board members. CE Coordinator	Sponsor program at WLA/OLA with former President of CLA. 4/02 IFIG sponsored conference program Access to Justice Technology Bill of Rights. 4/02 WEA provided list of possible speakers for Election Levy Preconference (John Scheller) 4/02	Tactic added 4/02 WLMA speakers acknowledged at WLA/OLA conference 4/02
Share information with corollary associations	Link to other association's newsletters.	PR Committee Webmaster	Links to newsletters of associations added 1/2/02.	Continue
	Put events of corollary associations on the WLA calendar.	PR Committee Webmaster.	Ongoing. 1/02	Ongoing.

**Goal: Increase public awareness of the value of libraries.**

<b>Strategy</b>	<b>Tactic</b>	<b>Responsibility</b>	<b>Status</b>	<b>Comments</b>
Make information about the value of libraries available to the public.	Put facts on the WLA website about the value of libraries.	PR Committee Grassroots Task force-to be appointed		Recommend appointing a task force. 4/03.
	Have informational booths at fairs and other community events.	PR Committee Grassroots Task force-to be appointed.	PLA Booth 2004.	CAYAS has booth at WHO (Washington Home Schoolers) Convention each year.
Maintain awareness of the State Library to Legislature and public.	Gather and release information as needed.	Legislative Planning Committee.	Ongoing. 6/02	Added to plan 6/02

