

Building Partnerships:

WLA Strategic Plan 2005-2007

Mission Statement:

The purpose of the Washington Library Association is to promote library services, continuing education and library advocacy on behalf of the people of Washington State.

☞ - Started

⌚ Ongoing task - Continuing

✓ - Task Completed!

Goal 1: Advocate for library support and create more effective library advocates.

Strategy 1.1 Educate library staff and volunteers about their library advocacy role.

Tactic 1.1.1 Educate WLA members—through conference programs, workshops, and *Alki* articles—about the two types of library advocacy: specific-issue advocacy and development of long-range, broad-based support.

Assignment: Legislative Planning Committee, WALT, WLFFTA, *Alki* Committee.

☞		⌚	5/06	✓	
---	--	---	------	---	--

Preconference “Getting to Yes! Advocating for your Library” planned for 2007 annual conference

Tactic 1.1.2 Develop workshops on advocacy, marketing, etc. describing the framework for talking informally about library value and worthiness for taxpayer support. Present programs for frontline staff and supporters at the WALE conference and the WLA conference.

Assignment: WALT, WLFFTA, Conference Committee.

☞		⌚		✓	
---	--	---	--	---	--

Tactic 1.1.3 Provide instructions and information to library advocates about getting ready to make contact with legislators in September.

Assignment: WLA Legislative Consultant, Legislative Planning Committee.

☞		⌚	6/06	✓	
---	--	---	------	---	--

Tactic 1.1.4 Make use of WLA awards to acknowledge the role of library staff in advocacy.

Assignment: Awards Committee.

☛		☺	2/06	✓	
---	--	---	------	---	--

Strategy 1.2 *Develop proactive, effective methods for addressing specific library issues and for developing long-range community support.*

Tactic 1.2.1 Update the guide “Building Legislative Support for Libraries: What You Can Do.” Encourage public libraries to hold visits, receptions, or “guest” story times for legislators; and provide practical suggestions to make these events successful.

Assignment: Legislative Planning Committee.

☛		☺	6/06	✓	
---	--	---	------	---	--

Tactic 1.2.2 Gather a list of library staff and supporters with home email accounts who are willing to contact legislators “off the clock.” Develop a system of “alerts,” in which the Legislative Planning Committee sends requests to contact legislators to these home email addresses.

Assignment: Legislative Planning Committee, WLFFTA, Grassroots.

☛	5/06	☺	6/06	✓	
---	------	---	------	---	--

Article to appear in WLFFTA and Grassroots! newsletter

Tactic 1.2.3 Increase Library Legislative Day participation by creating a mentoring program to recruit new participants and match them up with experienced library-day participants.

Assignment: Library Legislative Day Committee, WLFFTA.

☛		☺	5/06	✓	
---	--	---	------	---	--

Planned as part of 2007 Library Legislative Day promotion

Tactic 1.2.4 Deleted

Tactic 1.2.5 Develop a statewide advocacy and resource site for tracking and responding effectively to intellectual freedom challenges.

Assignment: Intellectual Freedom Committee, IFIG.

☛		☺	4/06	✓	
---	--	---	------	---	--

Tactic 1.2.6 Pay for representatives to “Lawyers for Libraries” and “Librarians/Trustees and the Law.” Ask the trustees WLA sent to present a pre-conference or conference program conveying what they learned.

Assignment: WLFFTA.

☛		☺		✓	6/06
---	--	---	--	---	------

Tactic 1.2.7 Publicize legislative action and advocacy at the national level. Develop more library advocates at the national level, and increase Washington participation in Federal Library Legislative Day.

Assignment: Federal Relations Coordinator, ALA Chapter Councilor.

☛		☺	2/06	✓	6/06
---	--	---	------	---	------

Washington had its largest delegation ever to ALA Library Legislative Day in May 2006 (LPC)

Strategy 1.3 Identify individuals, groups, and organizations that can help or harm libraries. Begin establishing contact with them, to distribute accurate information and to develop broad-based community support for libraries.

Tactic 1.3.1 Deleted

Tactic 1.3.2 Deleted

Tactic 1.3.3 Deleted

Strategy 1.4 Increase public awareness of the value of libraries, library staff, and volunteers.

Tactic 1.4.1 Support and utilize WSL Statewide Library Marketing Initiative.

Assignment: Communications Coordinator, Webmaster.

☛		⌚	6/06	✓	
---	--	---	------	---	--

Tactic 1.4.2 Deleted

Tactic 1.4.3 Deleted

Tactic 1.4.4 Monitor and report ALA-APA advocacy activities to WLA constituency.

Assignment: ALA chapter councilor

☛		⌚	6/06	✓	
---	--	---	------	---	--

Goal 2: Increase opportunities for members to learn and to share knowledge and experiences.

Strategy 2.1 Create mentoring relationships and opportunities at every level of the organization.

Tactic 2.1.1 Promote mentoring through programs, workshops, and conference activities, including “Speed Mentoring” at conference social event.

Assignment: Continuing Education Coordinator, WALT, IG Coordinator.

☛		⌚	6/06	✓	
---	--	---	------	---	--

Tactic 2.1.2 Coordinate mentoring first-time conference attendees and students at WLA conference.

Assignment: Conference Committee, IG Coordinator.

☛		⌚		✓	
---	--	---	--	---	--

Tactic 2.1.3 Present conference program “I wish I knew then what I know now” program by recent retirees for new librarians.

Assignment: NextGenWA, Conference Committee.

☛		⌚		✓	4/06
---	--	---	--	---	------

NextGenWA presented the conference program under the name “The Straight Scoop”

Tactic 2.1.4 Deleted

Tactic 2.1.5 Work with PNLA to plan and facilitate the next PNLA Leadership Institute.

Assignment: PNLA Representative, Continuing Education Coordinator.

☛	10/05	☪	6/06	✓	
---	-------	---	------	---	--

PNLA rep recruited Phil Heikkinen to represent Washington at PNLA leadership institute in 2007

Strategy 2.2 Identify and provide a greater number of timely and relevant continuing education opportunities for the entire Washington library community.

Tactic 2.2.1 Offer at least one distance learning workshop or tutorial to the Washington library community.

Assignment: WALT, Continuing Education Coordinator.

☛		☪	2/06	✓	
---	--	---	------	---	--

Tactic 2.2.2 Develop and encourage use of web resources for trainers (e.g. facilities database, up-to-date events calendar, trainer database).

Assignment: WALT, Continuing Education Coordinator, Webmaster.

☛		☪	6/06	✓	
---	--	---	------	---	--

Tactic 2.2.3 At least one IG will develop programming with WLMA, WACRL, CLAMS, and other regional library organizations.

Assignment: IG Coordinator, Continuing Education Coordinator.

☛		☪	6/06	✓	
---	--	---	------	---	--

Intellectual Freedom Committee talked w/ coalition against censorship and WLMA re: IF database

Tactic 2.2.4 Make conference session materials and stand-alone workshop materials available to a wider audience by posting them on the WLA website.

Assignment: IGs, Conference Committee, Webmaster.

☛		☪	2/06	✓	
---	--	---	------	---	--

Tactic 2.2.5 Encourage IGs to create internal structures to sustain training and development, by revising the WLA continuing education workshop manual. Clearly convey the application process, paperwork requirements, etc., to IGs.

Assignment: IG Coordinator, Continuing Education Coordinator.

☛		☪	4/06	✓	
---	--	---	------	---	--

Revised "Workshop on Workshops" manual ready for conference '06

Tactic 2.2.6 Participate in the development of a statewide training plan, including programs, workshops, web tutorials, etc., offered by WLA, WSL, and others.

Assignment: Continuing Education Coordinator, Washington State Library Liaison, Continuing Education Council.

☛		☪	4/06	✓	
---	--	---	------	---	--

April '06: Statewide Library Marketing Initiative Committee reports workshops planned on "Stories That Stick" and "Getting To Yes" in addition to continuing progress on marketing training for libraries statewide.

Tactic 2.2.7 Conduct a survey about continuing education needs every two years. Explore ways to conduct survey online.

Assignment: Continuing Education Coordinator, Webmaster.

☛		☺		✓	
---	--	---	--	---	--

Strategy 2.3 Provide arenas for like-minded members to share knowledge and experiences.

Tactic 2.3.1 Continue to promote IGs—on the website, in programs, and through listservs and blogs—as the means by which like-minded members may easily share knowledge and experience.

Assignment: IG Coordinator, IGs.

☛		☺	4/06	✓	
---	--	---	------	---	--

Tactic 2.3.2 Provide training for blogging, etc., in a pre-conference in 2006, and offer WLA website as a forum.

Assignment: Continuing Education Coordinator, NextGenWA, Webmaster.

☛		☺	4/06	✓	6/06
---	--	---	------	---	------

Tactic 2.3.3 Deleted

Tactic 2.3.4 Deleted

Goal 3: Build a stronger, more valuable, and broad-based organization.

Strategy 3.1 Develop leaders for WLA and libraries.

Tactic 3.1.1 Publicize WLA members' accomplishments through awards and recognition.

Assignment: Awards Committee, Alki Committee, IG chairs.

☛		☺	2/06	✓	
---	--	---	------	---	--

March '06: ALKI is planning an issue for next year on "Changing of the Guard" featuring both new and retiring WLA members.

Tactic 3.1.2 Investigate a WLA partnership with the iSchool for a directed field work project that will benefit WLA.

Assignment: Continuing Education Coordinator.

☛		☺		✓	
---	--	---	--	---	--

Tactic 3.1.3 Develop a process for outgoing board members, IG chairs, and committee chairs to mentor their successors.

Assignment: WLA Board, Nominations Committee, IG Coordinator, committee chairs.

☛		☺		✓	
---	--	---	--	---	--

Tactic 3.1.4 Continue to develop and train IG leaders at conferences and training sessions throughout the year, with an emphasis on responsible peer leadership and on following consistent practices for conference proposals, etc.

Assignment: IG Coordinator, Continuing Education Coordinator.

☛		☺		✓	
---	--	---	--	---	--

Strategy 3.2 Increase personal memberships from all types of library staff and types of libraries.

Tactic 3.2.1 Welcome new members individually. Explore technological possibilities for this. In 2006: IGs will welcome their new members individually (after they receive their lists).

Assignment: Member Services Committee, IGs (with IG Coordinator’s help in getting started), Webmaster.

☛	4/06	☺	6/06	✓	
---	------	---	------	---	--

Tactic 3.2.2 Create a “why-join” section on our website. Address these questions: Why should I join WLA? What’s in it for me? What will WLA expect from me?

Assignment: Communications Coordinator, Member Services Committee, Webmaster.

☛		☺	6/06	✓	
---	--	---	------	---	--

MSC will work with new Webmaster; consider combining with 3.4.5

Tactic 3.2.3 Deleted

Strategy 3.3 Streamline WLA policies and procedures to increase effectiveness and encourage sustainability.

Tactic 3.3.1 Consider implementation of recommendations of Task Force to Review WLA’s Structure and Coverage of Essential Functions.

Assignment: TF on Structure/Coverage of Essential Functions, WLA Board.

☛		☺	2/06	✓	
---	--	---	------	---	--

Strategy 3.4 Increase visibility and value of WLA in the library community.

Tactic 3.4.1 Determine WLA website objectives, clarify website policy, and expand use of website.

Assignment: Communications Coordinator, Webmaster.

☛	4/06	☺		✓	
---	------	---	--	---	--

Tactic 3.4.2 Showcase projects in libraries across the state.

Assignment: Communications Coordinator, *Alki* Committee.

☛		☺	4/06	✓	
---	--	---	------	---	--

March '06: ALKI has an upcoming issue planned featuring small and rural libraries, and another on online projects and programs.

Tactic 3.4.3 Present an *Alki* article about WLA’s new website, outlining services and content.

Assignment: *Alki* Committee.

☛		☺		✓	4/06
---	--	---	--	---	------

See the March '06 issue, page 8!

Tactic 3.4.4 Market and promote WLA services to the Washington library community.
Assignment: Communications Coordinator, Member Services Committee.

☛	4/06	☺		✓	
---	------	---	--	---	--

Tactic 3.4.5 Include a “Member Spotlight” on the website each month (individual members describes their WLA experience), starting spring 2006 (recruit for this at Annual Conference 2006 with a conference form). Include a library student, a WALE member, and other representatives of various WLA constituencies.

Assignment: Member Services Committee, Communications Coordinator, Webmaster.

☛	4/06	☺		✓	
---	------	---	--	---	--

MSC reports that they are highlighting members on Web pages and in Alki

Strategy 3.5 Build regular communication networks beyond WLA membership.

Tactic 3.5.1 Have a continuing presence at other library conferences in this state and others; attend at least two non-WLA conferences per year (e.g. WLMA, OLA, NW ILL group). Promote exchanges between IGs, committee chairs, and board members. Send official greetings.

Assignment: WLA Board, IG Coordinator with IGs, Member Services Committee, Communications Coordinator.

☛	4/06	☺	4/06	✓	
---	------	---	------	---	--

Member Services Committee is developing a subcommittee on academic membership and academic library associations CAYAS at Washington Homeschool Convention

Tactic 3.5.2 Purchase a smaller, more portable WLA display.

Assignment: Communications Coordinator, Member Services Committee.

☛		☺		✓	2/06
---	--	---	--	---	------

Tactic 3.5.3 Deleted

Tactic 3.5.4 Plan joint events and workshops with Idaho Library Association, Oregon Library Association, WLMA, CLAMS, WA-ACRL, and others. Encourage participation in REFORMA, and ask REFORMA to participate in WLA.

Assignment: WLA Board, Continuing Education Coordinator, IG Coordinator with IGs.

☛		☺	2/06	✓	
---	--	---	------	---	--

Tactic 3.5.6 To promote diversity in WLA and the library profession, identify and reach out to tribal libraries and to other library-related organizations of other Washington ethnic groups.

Assignment: Member Services Committee, ALA Councilor (to compile a list of possible organizations).

☛		☺		✓	
---	--	---	--	---	--