

SUMMARY OF THE NLA BOARD
STRATEGIC PLANNING SESSION

CLARK COUNTY LIBRARY
OCTOBER 26, 2004

The board addressed the Strategic Planning Committee's recommended priorities and suggested that the seven areas identified be downsized to four. The Board recommended the following:

1. Assessment of NLA organizational structure
2. Marketing – External – Lobbying
3. Membership – Internal Communication and Educational Opportunities
4. Collaboration – Partnership

The board members divided themselves into three groups and chose one of the areas to focus on. It was agreed by the Board that the last priority, Collaboration, might be addressed at a later time. The board members worked on writing Goals for each area of service. The following is a summary of their work.

GROUP 1 - ASSESSMENT OF NLA ORGANIZATIONAL STRUCTURE

Members:

Felton Thomas – Chair
Ken Bierman
Joanne Ross
Susan Williams
Ann Jarrel
Mary Lohnes
Ian Campbell

- GOAL 1 – Every library employee will be made aware of the purpose of NLA organizational structure and its benefits in order to participate and /or become member of the association.

OBJECTIVE: the number of library employee joining sections / divisions will increase by 10% each year.

GROUP 2 – MARKETING

Members:

Vicki Nozero - Chair
Vickie Barnett
Patrick Dunn
Holly Van Valkenburgh
Luise Davis

- GOAL 1 - Libraries of all types will receive support and assistance from NLA in developing educational campaigns.
- GOAL 2 – State legislators will receive information from NLA regarding the issues and problems of public, school, special and academic libraries in Nevada.
- GOAL 3 – State legislators will receive information from NLA

GROUP 3 – MEMBERSHIP

Members:

Laura Golod – Chair
Wendy Starkweather
Joyce Cox
Kathy Rankin
Nancy Ledeboer
Debra Hunt

VISION: NLA will invite and encourage staff working in all types of libraries and interested library supporters throughout the state to become members for the purpose of promoting libraries, increasing understanding of library issues and providing opportunities for professional development.

GOAL 1: All library staff will be made aware of NLA and its activities and invited to join in order to strengthen the library community.

OBJECTIVE: NLA membership will increase by 10% annually.

ACTIVITY 1: NLA Divisions and Interest Groups will recruit new members through periodic campaign.

ACTIVITY 2: Library and school personnel offices and other key contacts will be asked to distribute NLA membership information to all new staff.

GOAL 2: Existing NLA members will be motivated and regularly informed when to renew in order to keep their membership current.

GOAL 3: Special supporters such as Institutions, library school students, retirees, trustees, and other library supporters will be made aware of NLA and its activities and will be invited to join and strengthen the statewide library community.

The Board members agreed to continue working on the goals, objectives and activities for each area of service chosen. The deadline for this work is **January 10, 2005**, and should be **sent** to the Chair of the Strategic Planning Committee, **Nancy Ledeboer**. Nancy will be in touch with all the groups to check up on progress.

The work has just begun and in the end you will have created the blueprint for NLA. Good luck!!!

Maria A. Champlin
Quadrant Planning