

NLA Strategic Plan 2005-2008

The Strategic Planning committee: Holly Van Valkenburgh, Chair, Felton Thomas, Ian Campbell and Kim Clanton-Green, met August 8, 2005, to propose for adoption by the General Membership of the Nevada Library Association the following:

A. Adopt the following Strategic Plan:

VISION STATEMENT

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.

NLA will seek to provide a structure that is efficient and well run to promote the continuation of the organization.

NLA will raise awareness of library issues both within the library community and to legislators and other relevant parties in the general population.

GOALS

NLA Membership

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 1: NLA Divisions/Interest groups will recruit new members through periodic campaigns.

ACTIVITY: Identify individual members in a variety of libraries to act as membership recruiters.

ACTIVITY: Designate a specific time for membership recruitment.

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

ACTIVITY: Identify the key contacts by name and/or position.

ACTIVITY: Develop a brochure describing the benefits of NLA membership

ACTIVITY: Draft letter requesting that NLA membership information be included in their new employee orientation information and that the names of new employees be passed on to NLA for recruitment purposes.

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

OBJECTIVE 1: Library organizations throughout the state will value and reward NLA membership and encourage participation by their employees.

ACTIVITY: Ask library organizations to include NLA membership/participation on employee evaluation forms.

ACTIVITY: Allow employees to use work time for NLA activities, especially the performance of NLA officer roles.

OBJECTIVE 2: Members will receive membership renewal information annually.

ACTIVITY: An official renewal form will be designed and mailed to members in the last six weeks of the calendar year.

GOAL 3 - Special members such as institutional members, library school students, retirees, trustees and other library supporters will receive information about NLA and its activities and be invited to join in order to strengthen the library community.

OBJECTIVE 1: Annually, potential members will be receive information about NLA and invited to join.

ACTIVITY: Assign responsibility for contacting potential members to an NLA officer

OBJECTIVE 2: Annually prepare a letter and possibly an annual report to be mailed to all potential members.

ACTIVITY: NLA will offer an incentive that will make institutional membership attractive to the broad spectrum of Nevada libraries.

NLA Organizational Structure

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

ACTIVITY: Brochures describing the functions and roles of the sections/divisions of NLA will be produced.

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

GOAL 2 - Every NLA district, section, and interest group will be evaluated to discern its effectiveness.

OBJECTIVE 1: By May 2006, the Planning Committee will provide to the NLA Board, the percentage of participants in each district, section, and interest group.

OBJECTIVE 2: By October 2006, the Planning Committee will recommend to the membership and board a restructuring plan.

GOAL 3 – NLA will develop the organizational capacity to provide library advocates with a wide range of resources.

OBJECTIVE 1: By 2007, NLA's Board will develop an implementation plan for the restructuring of the organization.

OBJECTIVE 2: Annually, NLA will review the goals, objectives and implementation progress of the Strategic Plan.

NLA Marketing

GOAL 1: Libraries of all types in Nevada will receive support and assistance from NLA in developing educational campaigns in order to increase awareness of the value of libraries to their community.

OBJECTIVE 1: By September 30 of each calendar year, NLA will develop a general educational campaign for the next calendar year, which is capable of being customized to fit the individual promotional needs of all types of libraries in Nevada.

ACTIVITY: The NLA Publicity Committee will solicit input from NLA members and library directors to develop the statewide campaign. A choice of two or more possible campaigns will be presented to the NLA Board of Trustees for final selection at the Board meeting held in conjunction with the NLA Annual Meeting.

ACTIVITY: The NLA Publicity Committee will contact all library directors in Nevada with details about the campaign, and ways it can be customized to fit their individual needs.

ACTIVITY: The NLA Publicity Committee will work with the public library districts, school districts, academic libraries and special libraries in Nevada to develop a web site to highlight the facilities, resources and services of the libraries in Nevada. Press releases and other publicity efforts will bring attention to the contents of the website.

GOAL 2: State legislators will receive information from NLA regarding the issues and problems of public, school, special and academic libraries in Nevada in order to increase support for funding needs for libraries.

OBJECTIVE 1: To increase the number of legislators who support increased funding for Nevada libraries to a majority of both the Assembly and Senate.

ACTIVITY: In conjunction with the Government Affairs Committee, the NLA Publicity Committee will develop a document to be disseminated to each member of the Assembly and Senate by members of NLA who reside in their district. This document will be distributed to the members of the legislature in January prior to the regularly scheduled meeting of the Nevada legislature.

ACTIVITY: The NLA Publicity Committee will create a list of NLA members by Assembly and Senate district to be used when contacting the State Legislature on issues of importance to Nevada's libraries.

ACTIVITY: In the year when the legislature is not scheduled to meet, the NLA Publicity Committee will schedule events in both Southern and Northern Nevada to which all members of the legislature will be invited by members of NLA who are their constituents. This event will celebrate the accomplishments of local libraries and librarians. Information will be provided to the legislators regarding the issues of concern to Nevada's libraries.

B. Year One: Promote the Sale of the Nevada Libraries "Licensed to Read" plates

C. Year Two: Promote the Junior License to Read for Summer Reading Program