

# **Nevada Library Association Strategic Plan 2009-2012**

## **VISION STATEMENT**

NLA will invite and encourage library staff and supporters throughout the state of Nevada to become members to promote libraries, stay abreast of library trends, and provide continuing education opportunities for professional and paraprofessional development.

NLA will seek to provide a networking opportunity to promote the continuation of the organization.

NLA will raise awareness of library issues within the library community, and convey this information to legislators and other relevant organizations.

## **GOALS**

### **NLA MEMBERSHIP**

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

**OBJECTIVE 1:** The NLA President will appoint a Recruitment Committee to conduct a membership drive.

**ACTIVITY:** Each member of the Recruitment Committee will identify and contact potential committee members, recruiting and mentoring a chair-elect from the group.

**ACTIVITY:** Each Committee Chair will actively pursue raising the membership of their group to at least 5 people.

**ACTIVITY:** Each voting member will appoint a protégé to serve as Chair Elect.

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

**OBJECTIVE 1:** Library organizations and school districts 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:** The Membership committee will generate an email membership expiration reminder.

**ACTIVITY:** All NLA members will be listed in the quarterly newsletter.

**ACTIVITY:** **The** new NLA Officers will be listed in the March Nevada Libraries newsletters.

## **NLA ORGANIZATIONAL STRUCTURE**

**GOAL 1** - Every NLA member will be made aware of the opportunities to participate in the various offices, interest groups, divisions, and committees.

**OBJECTIVE 1:** The number of library employees joining sections/divisions will increase by 10% from the previous year.

**ACTIVITY:** The Membership Chair will prepare a membership report and submit it at both NLA meetings each year.

**ACTIVITY:** The Executive Secretary will create and distribute NLA Handbooks describing the functions and roles of the various offices, interest groups, divisions, and committees of NLA.

**ACTIVITY:** Each NLA Officer or Chairperson will recruit and mentor a chair-elect and actively recruit members for the committee.

**GOAL 2** - Every NLA district, section, and interest group will submit a yearly report to discern its effectiveness.

**OBJECTIVE 1:** Each District will offer four activities/programs per calendar year.

**ACTIVITY:** At the NLA Midwinter Meeting each District Chair will submit a list of activities/programs ideas for the coming year.

**ACTIVITY:** The District Chair will submit a report on the activities/programs in the NLA newsletter.

**GOAL 3** – The NLA Elections Committee will investigate and develop new election procedures.

**OBJECTIVE 1:** Streamline the process to make it more effective and efficient.

**ACTIVITY:** Investigate MemberClicks for election capability.

**ACTIVITY:** Research other vendors to facilitate online elections.

## **NLA MARKETING**

**GOAL 1:** Develop and design new marketing strategies to promote NLA statewide.

**OBJECTIVE 1:** Increase visibility and accessibility to promote the Nevada Library Association.

**ACTIVITY:** The Publicity Chair will create, maintain and distribute an informational brochure in hard copy and in an electronic file. The Publicity Chair will then distribute either format to:

- \*NLA Annual Conference attendees
- \*Public, academic, school, and special libraries
- \*Library hires via respective HR departments
- \*Attendees at several library activities and events

**OBJECTIVE 2:** Redesign the NLA website to provide enhanced online capabilities.

**ACTIVITY:** The NLA Webmaster will work with the Web Committee to investigate website applications.

**ACTIVITY:** The Web Committee will investigate MemberClicks capability to sort and organize membership information, by location, membership expiration date, interest group and alphabetical order.

**ACTIVITY:** The Web Committee will create and distribute an informational sheet for Memberclicks. The committee will distribute the sheet to all NLA officers.

**ACTIVITY:** The NLA Webmaster and the Membership Chairperson will update the Memberclicks membership form annually.

**GOAL 2:** To increase the number of legislators who support increased funding for Nevada libraries to a majority of both the Assembly and Senate.

**OBJECTIVE 1:** State legislators will receive information from the Government Relations Chair regarding the issues and problems of public, school, special and academic libraries in Nevada in order to increase awareness and support for funding needs in libraries.

**ACTIVITY:** In conjunction with the Government Affairs Committee, the NLA Publicity Committee will develop a brochure to be distributed to each member of the Assembly and Senate by members of NLA who reside in their district at Library Legislation Day.

**ACTIVITY:** A list of NLA Officers and Chairpersons will be printed from the NLA Website for distribution upon request.

**ACTIVITY:** The NLA President and the Government Relations Chair will invite state representatives to the annual NLA Conference.