

Iowa Library Association Strategic Plan

Mission: The Iowa Library Association advocates for quality library services for all Iowans and provides leadership, education and support for members.

1. Advocate for all Iowa libraries and those who staff, support and use them.

- a. Work with state and nationally elected officials and library advocates to improve legislation affecting libraries.

Strategic Plan Initiatives for 2009:

1. Sponsor a "Lobby From Home Day" (GAC)
2. Host a Legislative Reception (GAC)
3. Attend ALA National Library Legislative Day (GAC)
4. GAC Action Day
5. Actively lobby for issues concerning school library programs in cooperation with GAC (IASL)

- b. Strengthen public relations efforts, promoting the benefits of libraries.

Strategic Plan Initiatives for 2009:

1. Purchase ALA "Read" posters software and modify for Iowa theme (GAC)
2. Principal park bookmark giveaway (PR)
3. Coordinate press releases (PR)
4. Compile an e-mail list of all IA media outlets (PR)
5. Educate teacher librarians, administrators, school boards, teachers and parents about the Iowa Library Program Guidelines, including the role of school libraries in Iowa Core Curriculum (IASL)
6. Recognize leaders and milestones in the library community by presenting awards
 - a. Advocacy Award (ACRL)
 - b. Trustee of the Year Award (ILTA)
 - c. Johnson Brigham Plaque Award (AWARDS)
 - d. Lifetime Membership (AWARDS)
 - e. Membership of the Year Award (AWARDS)
 - f. ILA Presidential Award (AWARDS)
 - g. Ted Anderson Library Advocacy Award (AWARDS)
7. Book Awards
 - a. (IASL)
 - b. (YSS)

- c. Support core values of lifelong learning, literacy, equal access and intellectual freedom.

Strategic Plan Initiatives for 2009:

1. Provide in-kind service disaster relief to weather affected Iowa libraries (YSS)
2. Intellectual Freedom Resource Guide (IF)

d. Encourage innovation and partnerships.

Strategic Plan Initiatives for 2009:

1. Co-sponsor professional development activities with other ILA sub-divisions or organizations (IASL)
2. Continue collaboration with ILA/ACRL for conference events (CCLR)
3. Iowa History Digitalization Project (LOCAL HISTORY)
4. Continue adding to and complete Google Doc Project (CCLR)

2. Build membership and strengthen the Association through recruitment, education and active participation.

a. Actively recruit new members to ensure all constituent groups and all areas of the state are well represented.

Strategic Plan Initiatives for 2009:

1. Membership drive
 - a. Develop a plan to significantly increase membership (IASL)
 - b. Letters to Directors, Friends; e-mails to Friends (ILFA)
 - c. E-mail membership drive targeting public librarians (ILTA)
 - d. (LOCAL HISTORY)
 - e. (MEMBERSHIP): Trustees, Friends, other groups as requested
 - f. (MEMBERSHIP): Retain members *Catalyst* Article, letters, survey, brochures
2. Support efforts to recruit new teacher librarians (IASL)
3. T-Shirt and promotional items sales (ISLA)

b. Provide quality professional and educational development.

Strategic Plan Initiatives for 2009:

1. Send delegate to ALA Mid-Winter and Annual Conference (IASL)
2. Support and provide professional development activities to educate members on school library issues. (IASL)
3. Recommend and support speakers for ILA Annual Conference (IASL)
4. Support IASL Professional Growth Committee (IASL)
5. Support other IASL committees and member participation on ILA committees (IASL)
6. Provide funds for Trustee Training (ILTA)
7. Session at ACRL conference (VRT)
8. Hold a Spring Meeting/Conference/Workshop
 - a. (ACRL) Conference
 - b. (CCLR) Meeting

- c. (HEALTH SCIENCES): Conference
 - d. (ILFA/ILTA) Workshop for Friends/Trustees Cedar Rapids area
 - e. (ISLA/PLF) Meeting and Workshop through ICN
 - f. (SUPPORT STAFF)
 - g. (IASL) Develop a plan for a Conference
9. Sponsor a Workshop:
- a. (GODORT)
 - b. (LEADERSHIP/PR)
 - c. (ACRL)
10. Sponsor a Pre-Conference Session
- a. (ITF/SUPPORT STAFF)
 - b. (LAMA)
 - c. (IASL)
 - d. (ILTA/ILFA)
 - e. (PR)
 - f. (STRT)
11. Sponsor a Concurrent Session at ILA Annual Conference
- a. (ACRL)
 - b. (CCLR)
 - c. (GAC)
 - d. (GODORT)
 - e. (HEALTH SCIENCES)
 - f. (ILTA)
 - g. (IF)
 - h. (ITF)
 - i. (SUPPORT STAFF)
 - j. (LAMA)
 - k. (LEADERSHIP)
 - l. (RTSF)
 - m. (SPECIAL LIBRARIES)
 - n. (EDITORIAL)
 - o. (IASL)
 - p. (PLF)
 - q. (PR)
 - r. (LOCAL HISTORY)
 - s. (ISLA)
 - t. (STRT)
 - u. (YSS):
 - v. (VRT)
12. Sponsor a booth at the ILA Annual Conference
- a. (ACRL)
 - b. (ISLA)
 - c. (MEMBERSHIP)
13. Sponsor a new member breakfast at the ILA Annual Conference (MEMBERSHIP)
14. Contribute to ILA Leadership Institute
- a. (ACRL)
 - b. (GODORT)
 - c. (IASL)
 - d. (YSS)
15. Submit to *The Catalyst*
- a. (EDITORIAL) assistance
 - b. (ILFA) {membership}
 - c. (MEMBERSHIP)
 - d. (PR)

- c. **Create opportunities for participation by all members.**

Strategic Plan Initiatives for 2009:

1. Silent Auction
 - a. (CCLR) to ILAF
 - b. (YSS) at Kids First Conference
2. Present scholarships/grants:
 - a. (ACRL) Spring Conference
 - b. Fall ILA Conference
 - c. (ISLA) One to A or B size library for Fall ILA Conference
 - d. (ISLA) One to C, D, E size library for Fall ILA Conference
 - e. (ISLA) Summer Reading Club Program Grant to A or B size library
 - f. (PLF) Two for Fall Conference for high school students

3. Ensure an effective, flexible and efficient organization.

- a. **Build a flexible, responsive organization by improving policies, structure, and processes.**

Strategic Plan Initiatives for 2009:

1. Review/revise By-Laws/Organization Manual
 - a. (BOMC)
 - b. (IASL)
 - c. (LAMA)
 - d. (PLF)
 - e. (ACRL)
2. Work with State Library/Department of Education on the annual school library survey; encourage greater participation; analyze and publicize survey results (IASL)
3. Look at committee structures to improve efficiency and effectiveness (ACRL)

- b. **Enhance communication among and between members, subdivisions, and the Association.**

Strategic Plan Initiatives for 2009:

1. Conduct meetings
 - a. (IASL) Quarterly Board meetings
 - b. (IASL) Board Planning Retreat (summer)
 - c. (ISLA) Annual Planning
 - d. (YSS) Goal setting
2. Send electronic newsletters
 - a. (ACRL)
 - b. (YSS)
 - c. (IASL)
3. Host a list-serve
 - a. (ACRL)
 - b. (VRT)
 - c. (IASL)

- d. (ISLA)
- 4. Create an electronic mail list
 - a. (PLF)
- 5. E-mails to Friends organization via Library Directors (ILFA)
- 6. Support IASL Publications Committees (IASL)

c. Use technology effectively to assist in achieving goals.

Strategic Plan Initiatives for 2009:

- 1. Develop/redesign/host web-sites
 - a. (ACRL)
 - b. (EDITORIAL): ILA's web-site
 - c. (EDITORIAL): Contact each subdivision without web page and encourage creation
 - d. (ITF): Technology Help
 - e. (LAMA)
 - f. (PLF)
 - g. (STRT)
 - h. (VRT)
 - i. (IASL)
- 2. Develop a Wiki
 - a. (YSS)
- 3. Co-sponsor with LSA's an Iowa Small Library on-Line Conference in January (ILTA)
- 4. Move towards electronic voting (ACRL) (PLF)
- 5. On-line "PR Extravaganza" with voting

d. Provide service-oriented office management.

Strategic Plan Initiatives for 2009 were developed at the ILA Planning Meeting held in Johnston, IA, on November 7, 2008.

Note: Adoption of the 2009 Action Plan by the Executive Board means that the activities are generally approved but more detail or information may be necessary for implementation of the projects.