

“Charting Our Course to the Future” 2008-2011

The essence of strategic planning is *managing* uncertainty instead of becoming the unwitting *victim* of uncertainty. It means looking ahead and managing future challenges. An old but true saying goes, “If you don’t know where you’re going, any road will get you there.” Strategic planning is the organization’s way of choosing its destination, of *charting the route it will take*, and deciding on the resources it will need along the way. This strategic plan will:

- Serve as a framework for decisions or for securing support and approvals
- Explain the organization to others in order to inform, motivate and involve
- Stimulate change and become a building block for future plans

The plan represents a commitment to the ongoing efforts in completing previous goals, while establishing additional strategies & goals that present a common sense approach to the future vision of SDLA, roles, and focus areas for action that will be pursued over the next three years.

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Purposes of the South Dakota Library Association (Mission Statement)

The role of SDLA will be to focus its work on fulfilling two central purposes:

1. To serve as the primary public policy voice and advocate for the interests of libraries, librarians, and indirectly, the public they serve.
2. To provide support for its members in order to continuously improve the quality of library services in South Dakota including embracing new technology to serve the membership.

GOAL #1:

Achieving Our Full Potential – SDLA will strive to achieve its full potential as a dynamic, influential, professional organization providing vital information and services to its members.

GOAL #2:

Securing Public Support - SDLA will work to secure public support for libraries and librarians that ensures the funding and policy support necessary to provide quality library services for all South Dakota citizens.

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Strategy 1: Achieving Our Full Potential:

Objective #1: Promote Membership Benefits (establishing personal relationships with members and the library community through education and information – SDLA 101)
Maintain that individual and institutional *membership* in SDLA *is vital* and essential to all member categories:

- Collecting feedback from members – Non attendee SDLA CE events and nonrenewal memberships.
 - Compare year to year attendee registrations to include # of non returning, returning and new participants. Provide for each CE evaluation board report
 - After each CE event, with 14 days set up for a CE event feedback poll on Memberclicks.
 - Timeframe: Each CE Evaluation Board Report and 14 days after each CE event
 - Assigned to: EST
- Developing promotional materials about committees and sections of SDLA
 - Recommendation for placement of content links for sections and committees on the online registration form.
 - Timeframe: 2009 CE Registration Forms
 - Assigned: EST
 - Section Chairs to use Memberclick updates for sections each quarter to contact new members for welcome and involvement in section
 - Timeframe: Quarterly contacts – Mar. June. Sept. Dec.
 - Assigned to: Section Chairs
 - Annual Presidential goals for sections and committees provided that coordinate with strategic plan and purpose of each group
 - Timeframe: Presented by President at Annual Conference

Create materials that champion but differentiate between SDLA, SDLN & State Library functions:

- Publish mission statements on the web page
 - Timeframe: 2009
 - Assigned to: Public Relations Committee

Establishing mentoring programs for people new to state and/or profession:

- For new member contacts--New members that don't fall within sections would be the responsibility of the Membership Chair by checking Memberclicks each quarter.

- Timeframe: Quarterly contacts Mar. June Oct. Dec.
- Assigned to: Membership Chair

- Membership chair will inquiry with the State library to establish ongoing communication for sending who are new librarians in the state
 - Timeframe: SDLA Board meeting Report by State Librarian Mar.
 - Assigned to: Membership Chair

- Highlight individual and institutions in each edition of Book Marks
 - Timeframe: Features for each edition
 - Assigned: Book Marks Editor

Completing an assessment of market potential for new members; ie: the geographic distribution of members compared to the potential market (# of libraries & librarians).

- Possibility of updating the GIS map (RCPL has data) that identifies public libraries – add librarians of all types to the map
 - Timeframe:2009
 - Assigned to: Public Relations Committee

Board Orientation procedure updated to include Memberclicks and other items as recommended by the Board and EST

- Timeframe: Annual SDLA 101 for existing and incoming officers at June Board meeting and first Board meeting after elections.
 - Assigned: EST coordination with President

- EST to provide recommendation for new member incentive for a free SDLA membership recruitment.
 - Timeframe: October 2008
 - Assigned to: EST

Recruitment for officers

- Recommendation to propose bylaws change to create 2-year section chair terms(stagger terms). 2008
 - Timeframe: Proposed bylaw change at June Board meeting. Upon approval for 2008 elections.

- Assigned to: Secretary for draft of bylaws, Ballot coordination EST and Nominations Chair
- Ask newly elected Board Officers to attend the July 2008 board meeting for orientation
 - Timeframe: President invitation by April 2008
 - Assigned to: Confirmation of attendance May 1, EST
- Target percentage of new people to be appointed annually to committees. Begin in 2008
 - Timeframe: June 2008
 - Assigned to: EST to provide new member list to Vice President-President Elect
- School Media Section Chair working with School Librarian subcommittee to increase membership by 10% over a two-year period
 - Timeframe: 2009
 - Assigned to: School Media Section Chair
- Public Library Section Chair working with Trustee/Public Library Committee to increase trustee membership by 10% over a two year period.
 - Timeframe: 2009
 - Assigned to: Public Library Section Chair

Objective #2: Support Training and Education (Facilitate continuing education and training opportunities for members)

Action measures :

Certification and Accreditation: Propose Bylaws change to merge certification and accreditation a subcommittee of the Public Library Section and Standards a subcommittee of School Library Section.

- Timeframe: 2008 Election
- Assigned to: EST ballot language

Provide collaborative continuing education and identify those Continuing Education sessions that meet certification and accreditation (Colleen Kirby –

college credit procedure) Open discussion with State Library of “growing our own” librarians 2008 President Objectives

- Increase knowledge of career opportunities in South Dakota libraries – Inquiry with the State Library for coordination as appropriate for promotion by SDLA. Add an ex-officio member from the State Library to SDLA’s CE committee.

Timeframe: 2008

Assigned to: Public Library Trustees Section Chair

Objective #3: Establish Partnerships (Utilize leverage of available partnerships to support libraries, and avoid duplication of effort)

Action measures -

- Determine a listing of library and advocacy groups aligned with library issues to create unifying partnerships & maintaining communication; create a synergy of effort for common issues and concerns (State Library, SDLN, ALA, MPLA, SDOG, Legislature, schools of higher education, literacy organizations)
 - South Dakota Municipal League, SD. Assoc. of County Commissions, MidContinent Medical Library Assoc., SDEA and TIE. Send letter of introduction and explanation of who we are—attend and exhibit at conferences
- Timeframe: 2009 Jan. – Dec. send a library to the five organizations noted. Arrange for the SDLA Exhibit at a minimum of one of these identified organizations in 2009 and also for 2010
- Assigned to: Library Issues Committee (coordinate exhibit through Public Relations Committee)
- Establish fiscal policies for grant and pass-through funding.
 - Timeframe: Dec. 2009
 - Assigned to: EST (forward recommendation to the Board)

Objective #4: Secure Sustainability (cultivate human and financial resources that provide visible leadership and services to achieve our vision)

- Establish fundraising efforts, i.e. online store
 - Timeframe: online by 2008 Annual Conference

- Assigned to: President
- Strive to provide increased accountability and fiscal responsibility by carefully tracking budget income & expenditures, and utilizing cost-saving tools such as online registrations, distribution lists, & conference handouts.
 - Add a choice to receive electronic version to the membership form.
 - Possible additional cost for paper version in review of advocacy outcomes, i.e. legislators receiving paper
 - Timeframe: Prior to adoption of 2010 budget
 - Assigned to: Membership and Finance Committee
- Prior to adoption of annual budget, review of strategic plan goals to determine reserve funding income & expenditures (scholarship grants and strategic plan goals)
 - Annual review and update of Reserve Fund policy to identify endowment total for interest earning and distributed.
 - Timeframe: Adoption of 2009 Budget
 - Assigned to: Vice President-President Elect