

ISLMA STRATEGIC PLAN 2008 - 2013

PROCESS

The Illinois School Library Media Association recognizes the importance of planning; therefore, the Association established a task force consisting of three elected ISLMA officers, an employee, a system consultant, a university liaison and instructor, a non-member librarian, as well as two ISLMA member librarians.

The first meeting was held August 2007, outlining the objectives of the task force. We communicated virtually as well as meeting face-to-face after reviewing the results of our membership survey. (The survey was distributed at the annual conference and available on the ISLMA website. Its existence was announced on the listserv and the link was published in the newsletter.) The following plan is driven by these trends extrapolated from the membership survey.

The ISLMA Board will use this Plan as a framework for developing its activities and initiatives during the next three to five years.

TRENDS IDENTIFIED FROM MEMBERSHIP SURVEY

- ◆ Decrease in numbers of school libraries and certified school librarians
- ◆ Increased demand and demonstrated need for continuing education and regional professional development opportunities
- ◆ Increased need for more electronic communication
- ◆ Increased need of instructional resources for developing information literacy skills
- ◆ Increased number of universities providing certification programs
- ◆ Increased need for mentoring of new librarians
- ◆ Increased need for library advocacy with other educators and administrators
- ◆ Increased need for technological expertise and professional involvement within the school library profession
- ◆ Increased need for developing collaborative partnerships with other educational organizations such as library systems, ROEs, ILA, ICE, ISBE, IRC, etc.
- ◆ Increased need for member participation in association leadership and activities

VISION STATEMENT:

To achieve universal recognition of school library media specialists as indispensable educational leaders.

MISSION STATEMENT:

To empower the school library media profession by fostering leadership, education, and collaboration with other educators.

VALUES:

We value ...

- ◆ Our Members
- ◆ Our Students
- ◆ Teaching & Collaboration with Fellow Educators
- ◆ Intellectual Freedom
- ◆ Ethics
- ◆ Advocacy
- ◆ Knowledge & Learning
- ◆ Professional Growth and Development
- ◆ Learning standards
- ◆ Library program standards/guidelines
- ◆ Reading & Literacies (information, visual, audio, print, non-print, etc.)
- ◆ Diversity

STRATEGIC DIRECTIONS

1. Membership
 - a. Recruitment
 - b. Communication
 - c. Involvement
2. Leadership
 - a. Advocacy
 - b. Marketing
 - c. Governance
3. Education
 - a. Certification
 - b. Professional Development
 - c. Teaching
4. Collaboration/Partnerships
 - a. Administrators
 - b. Educational Colleagues
 - c. Professional library organizations and associations

GOALS

Goal #1: Increase awareness of the importance of school library media specialists (SLMS) in the education process.

Goal #2: Increase active membership in ISLMA.

Goal #3: Enhance avenues of communication.

Goal #4: Provide responsive professional development for a diverse membership.

Goal #5: Promote collaboration.

OBJECTIVES & ACTIONS

Goal #1: Increase awareness of the importance of school library media specialists (SLMS) in the education process.

- A. Produce public relations and marketing pieces identifying ISLMA opportunities and programs.
- B. Generate, distribute and explain key documents and guidelines (i.e. *Powerful Libraries Make Powerful Learners, Linking for Learning, etc.*)
- C. Strengthen liaison relationships with educational organizations and agencies.
- D. Promote legislative advocacy at the local, state and national levels.
- E. Facilitate and promote participation in Children's Choice Awards.
- F. Support and defend intellectual freedom issues.

ACTION STEPS FOR GOAL #1

A. Produce public relations and marketing pieces identifying ISLMA opportunities and programs.

Activity 1. Produce ISLMA brochures, bookmarks and other items to distribute to new members and at other conferences for recruitment purposes.

Activity 2. Continue to produce book award promotional materials (such as bookmarks and annual flyers) describing each of the three awards.

Activity 3. Make all ISLMA-produced items easier to obtain by accessible information both online and in print.

Activity 4. Prepare displays to use at other associations' conferences and for all systems.

B. Generate, distribute and explain key documents and guidelines (Powerful Libraries Make Powerful Learners, Linking for Learning, etc.)

Activity 1. Revise the Linking for Learning guidelines based on the new AASL Standards and educate the membership on both documents as well as other core documents in the field, by providing conference workshops, webinars and online tutorials.

Activity 2. Provide the membership with the latest Illinois school library certification standards and keep them informed of any upcoming changes.

Activity 3. Collaborate with professional groups and associations as well as other library organizations to create a clearinghouse for information literacy resources, lesson plans, etc.

Activity 4. Promote the use of the latest edition of the publication by Scholastic: *School Libraries Work!*

C. Strengthen liaison relationships with educational organizations and agencies.

Activity 1. Plan professional development and reciprocal conference exhibiting with other organizations and agencies such as Systems, ICE and IRC.

Activity 2. Advertise RFP guidelines and deadlines to ISLMA members to encourage them to present and participate in other educational conferences.

Activity 3. Clarify ISBE liaison relationship and make a concerted effort to obtain a position representing school libraries within ISBE.

D. Promote legislative advocacy at the local, state, and national levels.

Activity 1. Send ISLMA members to ISBE meetings and hearings.

Activity 2. Provide sample advocacy letters on the website for ISLMA members and encourage members to write individualized letters to legislators.

Activity 3. Continue sponsorship in Illinois Library Day.

Activity 4. Provide a link on our website to CapWiz on IL:A's website, to provide current legislative information and contact opportunities.

E. Facilitate and promote participation in Children's Choice Awards.

Activity 1. Encourage book award committees to develop consistent, well-developed professional webpages that promote the book awards.

Activity 2. Present and display information about book awards at ISLMA, IRC, Title I conferences, etc.

Activity 3. Encourage the use of Web 2.0 applications to encourage young readers to participate in the awards.

Activity 4. Provide online registration and voting capabilities.

F. Support and defend intellectual freedom issues.

Activity 1. Promote unfettered access to information, ideas, and diverse perspectives for all.

Activity 2. Communicate relevant information regarding law and policy about intellectual freedom issues.

Activity 3. Serve as a resource and advocate for libraries facing intellectual freedom challenges.

Goal #2: Increase active membership in ISLMA

- A. Plan leadership activities.
- B. Utilize ISLMA website to facilitate membership renewals and new member referrals.
- C. Provide interactive communication tools via the ISLMA listserv.
- D. Reach out to college/certification programs to recruit student members.

ACTION STEPS FOR GOAL #2

A. Plan leadership activities.

Activity 1. Welcome new members and discuss leadership positions during ISLMA 101 session at conference.

Activity 2. Encourage veteran leaders to mentor future leaders by creating a mentoring program for those who are willing to be contacted for assistance.

Activity 3. Appoint identified potential leaders to leadership roles.

Activity 4. Encourage ISLMA members across the state to join ISLMA committees.

Activity 5. Continue the leadership summit.

B. Utilize ISLMA website to facilitate membership renewals and new member referrals.

Activity 1. Create members-only portion of the ISLMA website, with detailed instructions and support given to educate and encourage reluctant users.

Activity 2. Contract to use an automatic membership renewal service via the members-only online directory that will send renewal reminders electronically.

Activity 3. Send an electronic newsletter to all members regularly and/or use a blog to send current information on a regular basis.

Activity 4. Provide a variety of participatory options for our members.

Activity 5. Send out an "exit survey" to members not renewing ISLMA memberships.

C. Provide interactive communication tools via the ISLMA listserv.

Activity 1. Develop a way to "push" important messages directly to all members.

Activity 2. Develop additional listservs for critical issues to the membership.

D. Reach out to college/certification programs to recruit student members.

Activity 1. Encourage members to make presentations in education classes.

Activity 2. Invite program directors to conference and leadership events.

Activity 3. Send membership information for distribution to students.

Activity 4. Prepare ISLMA displays and recruitment posters for hallways in library education schools, systems, etc.

Activity 5. Create a student section of ISLMA or have student meetings at conferences.

Activity 6. Create a Library Support Staff section to encourage our library aides and assistants to join ISLMA for extra training.

Goal #3: Enhance avenues of communication.

- A. Create a more welcoming atmosphere for new and/or existing members.
- B. Promote and enhance the ISLMA web site. (i.e. membership-only section; online voting, etc.)
- C. Take advantage of newer technologies to communicate.
- D. Promote volunteer opportunities for the membership.

ACTION STEPS FOR GOAL #3

A. Create a more welcoming atmosphere for new and/or existing members.

Activity 1. Welcome new members by sending an email message from the President.

Activity 2. Whenever a member finishes participating in a task force, committee, or with a special presentation, the ISLMA leadership, Committee or Task Force Chair is encouraged to (send) a note of thanks (can be via e-mail) for their participation as well as file the proper "Recognition Information Form" with the President for letters of recognition to be sent to the individual's district/school.

Activity 3. Encourage meet-and-greets at conferences for new members as well as members interested in getting more involved in ISLMA.

Activity 4. Introduce leadership at all professional development events and conferences.

B. Promote and enhance the ISLMA website (i.e. membership-only section; online voting)

Activity 1. Authorize the creation of a secure, password protected members-only section of the ISLMA website.

Activity 2. Move to online voting on the secure members-only website.

Activity 3. Incorporate and promote linkage to new technology features as they become available.

Activity 4. Design an area on the website showcasing successful collaboration in our member's local districts.

C. Take advantage of newer technologies to communicate.

Activity 1. Promote listserv aggressively to entire membership via e-mail blasts, newsletter articles, website, and sessions at conference on how to use effectively.

Activity 2. Develop and promote a presence on Second Life, Facebook, etc and encourage SL Liaison to prepare write-ups about it in newsletter and on listserv to encourage participation.

Activity 3. Research and develop new tools (blogs, wikis and/or online newsletters) to provide more up-to-date areas of communication to our members with sections devoted to issues of particular interest to the membership (i.e. each book award, information literacy activities and tools, selection policies, lesson plans, collaborative units, etc.)

Activity 4. Develop and utilize an online newsletter, which disseminates critical information automatically to entire membership on a regular basis.

Activity 5. Create a portal with a database to allow members to search for lesson plans, display ideas and successful activities, etc.

D. Promote volunteer opportunities for the membership.

Activity 1. Use the website to compile an ongoing list of libraries or librarians who are in need of assistance with inventory, intellectual freedom challenges, moving, cataloging, setting up a new library, or a crisis (i.e. flood, fire, etc) and publicize the needs to the membership.

Activity 2. Encourage members to attend ISLMA, ALA and AASL conferences and to participate in Work Day activities.

Goal #4: Provide responsive professional development for a diverse membership.

- A. Offer multiple opportunities for training including statewide conferences, regional workshops and online training.
- B. Partner with other library organizations and build relationships with professional groups and associations to provide networking and training opportunities around the state.
- C. Promote existing online training tools (i.e. WebJunction, Atomic Learning, IMSA's Power Searching Workshops)
- D. Use available technologies to advertise events well in advance.
- E. Survey the membership for their professional development needs.

ACTION STEPS FOR GOAL #4

A. Offer multiple opportunities for training including statewide conferences, regional workshops and online training.

Activity 1. Continue to offer an annual fall conference with alternating locations upstate and downstate.

Activity 2. Offer regional "mini" conferences and/or workshops each year around the state.

Activity 3. Provide time at the annual conference for planning regional workshops, networking, etc.

Activity 4. Utilize an ISLMA blog or wiki to provide online training and/or share ideas and programs.

Activity 5. Utilize WebJunction IL and Wimba (online webconferencing service) to provide continuing education on demand.

B. Partner with other library organizations and build relationships with professional groups and associations to provide networking and training opportunities around the state.

Activity 1. Encourage members to offer presentations at ISLMA, ICE, ILA, IRC and Administrator/School Board conferences to promote quality school library programs.

Activity 2. Publicize workshops, conferences and seminars offered by other organizations to the membership.

Activity 3. Assist in planning and presenting workshops with the IL Library Systems.

Activity 4. Actively seek partnerships with other teacher organizations (i.e. ICE, IRC, ASCD, IATE, etc.) for the purpose of collaboration.

C. Promote existing online training tools (i.e. WebJunction, Atomic Learning, IMSA's Power Searching Workshops)

Activity 1. Provide information on the website to lead members to online training tools.

Activity 2. Offer conference sessions, workshops, and Webinars on using Web 2.0 tools.

Activity 3. Promote online training tools (and how they can be used) through the ISLMA website.

D. Use available technologies to advertise events well in advance.

Activity 1. Promote all professional development activities in advance of the event.

Activity 2. Advertise events on the website, listserv, and newsletter.

Activity 3. Advertise the concept and purpose of the ISLMA Blog, Wiki, listserv, and other services with instructions on using, to the membership.

Activity 4. Use the ISLMA Blog, Wiki and/or Second Life to highlight and promote upcoming events.

Activity 5. Create and distribute a news-only announcement feature to reach every member.

E. Survey the membership for their professional development needs.

Activity 1. Design and distribute an online professional development survey for the membership every other year.

Activity 2. Collect and review evaluation forms from conference and workshop participants to continue providing necessary training.

Activity 3. Conduct other online surveys as needed.

Goal #5: Promote the impact of collaboration.

- A. Seek avenues for partnerships among professional library organizations, higher education and associations.
- B. Encourage members to present at professional conferences.
- C. Encourage members to work and collaborate with other librarians.

ACTION STEPS FOR GOAL #5

A. Seek avenues for partnerships among professional library organizations, higher education and associations.

Activity 1. Solicit partnerships to apply for grants, idea sharing, conference presentations.

Activity 2. Work with academic libraries to develop a better way to help high school seniors transition into college and further develop their information literacy skills.

Activity 3. Encourage members to serve in leadership roles with library systems and other professional organizations.

Activity 4. Model behavior as leaders in the profession to get involved in regional library systems by serving on committees, advisory councils or boards.

Activity 5. Model behavior by assisting in organizing a mini leadership summit at the system level or other continuing education workshops.

B. Encourage members to present at professional conferences.

Activity 1. Solicit areas of specialties among members and utilize that pool of information to ask people to present at ISLMA or other conferences.

Activity 2. Create an online survey to collect topics and speakers from members.

Activity 3. Create an online volunteer form on the website for people willing to be presenters.

Activity 4. Submit conference proposals to other conferences as ISLMA, instead of by individual librarians.

C. Encourage members to work and collaborate with other librarians.

Activity 1. Establish guidelines or best practices for creating school and public librarian partnerships.

Activity 2. Establish guidelines or best practices for creating school and academic librarian partnership to facilitate information fluency.

Activity 3. Solicit submissions of our member's best practices of collaboration in their local districts for inclusion on the website and/or ISLMA blog.

Activity 4. Publicize and solicit projects that worked (i.e. toolkits, templates, etc) from ISLMA members to include in a searchable database to showcase best practices in the state.

Activity 5. Highlight successful collaborations periodically in electronic newsletters and blogs.