

ISLMA STRATEGIC PLAN 2013-2018

PROCESS

In 2007, the Illinois School Library information Association recognized 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 original plan was driven by trends extrapolated from the membership survey.

In 2013, the ISLMA Board created a Strategic Plan Revision Task Force consisting of two board members, the interim executive secretary, the newsletter editor, and an ISLMA member to update the current plan. The ISLMA Board will use this Plan as a framework for developing its activities and initiatives during the next five years.

VISION STATEMENT

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

MISSION STATEMENT

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

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

GOALS

- Goal #1: Increase awareness of the importance of school library information specialists (SLIS) 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 and provide leadership in learning standards implementation.

OBJECTIVES & ACTIONS

Goal #1: Increase awareness of the importance of school library information specialists (SLIS) 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. I-SAIL, 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 Readers' 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 online in a leadership portion of the ISLMA website.
 - Activity 4. Prepare displays to use at other associations' conferences.
- B. Generate, distribute and explain key documents and guidelines (I-SAIL, Linking for Learning, etc.)
 - Activity 1. Continue to promote the Linking for Learning guidelines and educate the membership on the document 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 contribute to the Standards for the 21st-Century Learner Lesson Plan Database.
 - Activity 4. Continue to revise I-SAIL as content standards are added and inform the membership of revisions.
- C. Strengthen liaison relationships with educational organizations and agencies.
- Activity 1. Continue to plan professional development and reciprocal conference exhibiting with other organizations and agencies such as ILA, ICE and IRC.
 - Activity 2. Advertise RFP guidelines and deadlines to ISLMA members to encourage them to present and participate in other educational conferences such as IPA and IASB.
 - 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 local board meeting talking points online for the membership.
- E. Facilitate and promote participation in Readers' Choice Awards.
- Activity 1. Continue to coordinate book awards for consistency in procedures.
 - Activity 2. Present and display information about book awards at ISLMA, ILA, IRC, etc.
 - Activity 3. Use the ISLMA website to promote materials created by the Readers' Choice Committees and our membership.
 - Activity 4. Continue to 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. 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 a session or a social event at conference.
- Activity 2. Encourage veteran leaders to mentor future leaders by creating a volunteer list 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. Continue to give detailed instructions and support for the membership website portal.
- Activity 2. Allow members to access their account information--renewal dates, workshop registration, award registration, etc.
- Activity 3. Continue to explore the most efficient, cost effective, and timely methods of communication to members, such as electronic newsletter or a recent article on the website.
- Activity 4. Send out an "exit survey" to members not renewing ISLMA memberships.

C. 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 and students 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 competitive student fees to encourage student membership.
- Activity 6. Purchase Student ribbons for conference/workshop nametags.

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 a personal automated email message.

- 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 and encourage leadership to have reserved seating around the room at meal events.
 - Activity 5. Distribute postcards to new conference attendees requiring signature from ISLMA leadership. Prize drawing will be held for new members who completed the card.
- B. Promote and enhance the ISLMA website.
- Activity 1. Create Leadership-only portion of ISLMA website.
 - Activity 2. Incorporate and promote linkage to new technology features as they become available.
 - Activity 3. Design an area on the website showcasing successful collaboration in our member's local districts.
 - Activity 4. Update website to create a more user-friendly portal, including consistent Readers' Choice award pages.
 - Activity 5. The leadership will take an active role in continually updating the website.
- 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 Facebook, Twitter, etc. and encourage Virtual Communications Function Rep. to prepare write-ups about it in newsletter and on listserv to encourage participation.
 - Activity 3. Provide more up-to-date areas (online newsletter) 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. Advertise the concept and purpose of the ISLMA Wiki, listserv, and other services with instructions on using, to the membership.
- D. Promote volunteer opportunities for the membership.
- Activity 1. Encourage veteran leaders to mentor future leaders by creating a volunteer list for those who are willing to be contacted for assistance.
 - Activity 2. Encourage ISLMA conference and workshop volunteers, as well as booth workers at other conferences.

Activity 3. Gather list of volunteers in the leadership only section of the ISLMA website.

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, etc.)
- 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. Encourage leadership to utilize the annual conference for planning regional workshops, networking, etc.
- Activity 4. Utilize current technology to provide online training and/or share ideas and programs.
- Activity 5. Explore the possibility of having a joint conference with other organizations.

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, Administrator/School Board conferences, etc. 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.
- Activity 5. Explore the possibility of having a joint conference with other organizations.

C. Promote existing online training tools (i.e. WebJunction, etc.)

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

- Activity 2. Offer conference sessions, workshops, and Webinars on using new technology.
- 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. Use Twitter and Facebook (and other technologies) to promote events.
- E. Survey the membership for their professional development needs.
 - Activity 1. Design and distribute an online professional development survey (including possible presenters) for the membership every other year.
 - Activity 2. Collect and review evaluation forms from conference and workshop participants to continue providing necessary training.

Goal #5: Promote collaboration and provide leadership in learning standards implementation.

- 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 and recognize those people at conference or online.
 - Activity 4. Collaborate with other organizations (ILA, ICRL and SLA Illinois, etc.) on a state-wide conference.
- 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 leadership portion of 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, teachers, administrators, community members, parents and students.

- Activity 1. Promote established best practices for creating school and public librarian partnerships.
- Activity 2. Promote established 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 ISLMA virtual sites.
- Activity 4. Promote and encourage that the SLIS is the school leader in terms of implementing new state standards into the curriculum.