

## **MLA Strategic Planning - Update for the Executive Committee**

On September 23, 2016 the Massachusetts Library Association Strategic Planning Committee and members of the board met in a full day retreat. The outcomes of the day were proposed updates to the MLA Vision and Mission statements and a set of strategic goals for the next three years. Plans were made for hosting focus groups across the state to gather input and feedback on the work of the association and these working statements and proposed goals. Leadership of the Committee shifted in early December from Eric Poulin to Debby Conrad as co-chair with Alex Lent continuing to serve as co-chair and incoming MLA President.

On December 8, 2016, some members of the Massachusetts Library Association Strategic Planning Committee met<sup>1</sup> to review feedback collected during seven statewide focus group meetings and to formulate preliminary strategic goals. The committee first reviewed feedback on the MLA Vision and Mission statements, then drafted new statements for presentation to the MLA board. These statements are as follows:

VISION: MLA works for the advancement of the Massachusetts library community (NOTE: MLA WORKS as hashtag.)

MISSION: MLA strengthens the Massachusetts library community through advocacy, connection, and collaboration

The Committee then reviewed, in detail, the comments and recommendations of those who attended the September retreat at Tower Hill and the feedback of those who attended the focus groups. There were strong themes that emerged from the discussion and the following goals were drafted:

- MLA will be a well managed and administered association
- MLA will build an engaged and active membership
- MLA will collaborate and cooperate with new and established library community stakeholders
- MLA will provide membership with robust and meaningful programs and activities

Strategic Planning committee members were asked to follow up on the meeting by working on developing specific idea for actions that would follow the stated draft goals. The group completed a first round of actions for the association to undertake in the first year of the three year plan. (Note some goals cross over more than one year or one goal.) At this time the committee requests feedback from the executive board before moving ahead with more detail for future years and before outlining specific outcomes and measures for each action. Once approval for this direction is achieved, the committee will return to work on completing the plan in full detail.

---

<sup>1</sup> Those attending were: Debby Conrad, Jen Inglis, Will Adamczyk, Gerry Deyermond, and Tracey Leger-Hornby as facilitator.

At this time, the Strategic Planning Committee seeks Executive Committee approval of the recommended Vision and Mission statements and the set of strategic goals and accompanying actions.

MLA goals and preliminary actions

Goal	Action(s)
MLA will be a well managed and administered association	Actively set policy and ensure that the organization has adequate resources to carry out its mission, provide direct oversight and direction for the association manager and the organization as a whole,
	Comply with all legal and financial requirements and adhere to sound accounting principles that produce reliable financial information, ensure fiscal responsibility and build member trust
	Develop organizational structure to support MLA staff
	Ensure that the organization has the proper technology tools to carry out its mission
	Regularly and openly convey information to the members about its mission, activities, finances, accomplishments and decision-making processes
	Measure the impact of its actions, assess how those actions align with its mission, and act upon this information
MLA will build an engaged and active membership	Strengthen membership renewal processes
	Ensure that website and social media accounts are updated and consistent so that members have accurate and timely information
	Develop a "what's my membership worth" campaign
	Create a membership recruitment campaign to encourage new memberships
	Create onboarding plan for new members so they can get involved quicker; identify committees and introduce leaders
MLA will collaborate and cooperate with new and established library community stakeholders	Explore options for partnering with other library associations i.e. PLA, Friends, Trustee groups
	Publish regular updates to the membership (previously known as The Baystater); (This objective may be shared with Engaging Membership)
	Hold a legislative day/event

	Have an active advocacy group
	Review current committee structure; adjust committee structure as necessary; review ways to promote more active membership on committees
	MLA will have a presence at local library schools (LL)
MLA will provide membership with robust and meaningful programs and activities	Hold an Annual Conference that provides professional development and current awareness programs for the betterment of the Massachusetts library community
	Explore options for routinely communicating to the Massachusetts library community, for example with a quarterly e-newsletter. (Note: first year - exploration, second year - plan and test, third - implementation)
	Sponsor informal 'Meet and Greets" throughout the Commonwealth as an networking and social opportunity for members of the library community
	Create MLA "service" programming for volunteerism & fundraising outside of strictly library related activities

Submitted on behalf of the Strategic Planning Committee by Tracey Leger-Hornby  
December 19, 2016

Committee Members:

Debby Conrad and Alex Lent - Co-chairs, Will Adamczyk, Debra DeJonker-Berry, Gerry Deyermond, Jen Inglis, Anita Koch-Cellucci, Kathy Mahoney, Ellen Rainville, and Antonia Stephens.