

## Massachusetts Library Association - Strategic Planning Information

### 2016-2017 MLA Planning Committee

Alex Lent - Co-chair  
Millis Public Library  
[alent@minlib.net](mailto:alent@minlib.net)

Debby Conrad - Co-chair  
SAILS Library Network  
[dconrad@sailsinc.org](mailto:dconrad@sailsinc.org)

Antonia Stephens  
Cotuit Library  
[astephens@clamsnet.org](mailto:astephens@clamsnet.org)

Debra DeJonker-Berry Eastham  
Public Library  
[ddejonkerberry@clamsnet.org](mailto:ddejonkerberry@clamsnet.org)

Jen Ingles  
Boston Public Library  
[jingles@bpl.org](mailto:jingles@bpl.org)

William Adamczyk Milton  
Public Library  
[wadamczyk@ocln.org](mailto:wadamczyk@ocln.org)

Anita Koch-Celluccia Westborough  
High School  
[celluccia@westboroughk12.org](mailto:celluccia@westboroughk12.org)

Gerry Deyermond  
Memorial Hall Library – Andover  
[gdeyermond@mhl.org](mailto:gdeyermond@mhl.org)

Ellen Rainville  
Westford Public Library  
[erainville@westfordma.gov](mailto:erainville@westfordma.gov)

Kathleen Mahony - Mashpee  
Public Library  
[kmahoney@clamsnet.org](mailto:kmahoney@clamsnet.org)

Tracey Leger-Hornby  
Consultant and Facilitator  
[tracey@leger-hornby.com](mailto:tracey@leger-hornby.com)

## **Massachusetts Library Association - Planning Retreat - September 23 Tower Hill**

Attended by:

Alex Lent

Diane Annunziato

Debby Conrad

Nora Blake

Susan McAlister

Gerry Deyermond

Pam McCuen

Jen Zolkos

Larissa Farrell

Ruth Urell

Jen Inglis

Krista McLeod

Ellen Rainville

Danielle Savin

Nancy Sheehan

Will Adamczyk

Nanci Hill

Laurie Lessner

Charlotte Canelli

Jackie Rafferty

Ellen Keane

Jessica Lamarre

Greg Pronevitz

Eric Poulin

Esme Green

Sunny Vandermark

Tracey Leger-Hornby

## Massachusetts Library Association - Planning Retreat Notes

SOAR results - Most "popular" first

- Strengths:
  - Conference
  - Advocacy
  - Leadership/Legacy
  - Networking
  - Professional Development
- Opportunities
  - Strengthen Infrastructure (Staffing - lobbyist, administrative tools, elections, by-laws)
  - Collaboration with other groups
    - Academic Libraries
    - Friends and Trustees
  - Communications (with members and others)
  - Programming
    - Networking
    - Conference (i.e. Western "mini-conference")
    - Mentoring
- Aspirations
  - Improve Library funding and political effectiveness
  - Become THE library association of Massachusetts
    - Link with publicly funded academic libraries
  - Next generation professional development (while continuing current programs)
- Results
  - Widespread understanding of MLA
  - Increased funding for libraries due to advocacy
  - Membership diversifies and increases
  - Programming continues
  - Association infrastructure improves

## **Vision and Mission Statements:**

### Current Statements:

#### VISION STATEMENT

The Massachusetts Library Association will be the recognized leader of the library profession in Massachusetts

#### MISSION STATEMENT

The Massachusetts Library Association advocates for and empowers the Massachusetts library community by providing leadership, legislative advocacy, professional development, networking opportunities, and by defending intellectual freedom

### Draft Mission statements:

- MLA is the professional organization the leads the advancement of the Massachusetts library community
- MLA works for the advancement of the Massachusetts library community
- MLA is the professional organization that works for the Massachusetts library community. Our mission is to strengthen and advocate for Massachusetts libraries through connection and collaboration.

## **Potential MLA Goals**

- Address infrastructure and improve transparency
- Grow, engage, and communicate with membership
- Advocate for the library community
- Develop partnerships to increase membership diversity
- Develop a unified message to advocate for library funding
- Provide increased value to members (i.e. member-only content, discounts)
- Address marketing and well defined identity - create BRAND for MLA

(NOTE - this statement is at the top of the MLA web site: **Leading the Library Profession in Massachusetts for 100 Years**)

## **Massachusetts Library Association - Strategic Planning Focus Groups**

A series of focus groups for interested members and stakeholders will be held as follows:

Each session will be held from 10:00 to 12:00

- November 14- SAILS offices
- November 15 - Andover
- November 16 - Millis Public Library
- November 29 - Boston Public Library
- December 1 - Milton Public Library
- December 6 - Greenfield Community College

For directions or other information on these sessions, please contact Eric Poulin or Alex Lent.