

Strategic Plan 1999-2001  
 Washington Library Association  
 June 23, 2000

**Goal I: Promote Excellence in Library Services**

STRATEGY	TACTIC	RESPONSIBILITY	STATUS	COMMENTS
1. Develop activities for recognizing excellence in library service	A. Clarify the awards criteria for the awards nominations	Awards Committee Chair	October 2000	
	B. Expand process for soliciting awards nomination (e.g. WLA web site, announcements at WLA events) with a goal of three nominees for each award	Awards Committee Chair, Interest Group Coordinator	October 2000	
	C. Publicize excellence in library service through WLA publications, biographical profiles of library staff.	Interest Group Coordinator	January 2001	
2. Cooperate with other institutions and organizations in developing and promoting diversity within the profession in order to improve library service to our community	A. Develop a workshop/pre-conference on professional recruitment	Continuing Education Coordinator & Interest Group Coordinator	April 2001	
	B. Taskforce to develop strategies for recruitment of diverse students	Taskforce	February 2001	
	C. Focus group of diverse students to develop recruitment to profession to better serve our communities	Membership & Scholarship Committee	February 2001	

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<b>Strategy</b>	<b>Tactic</b>	<b>Responsibility</b>	<b>Status</b>	<b>Comments</b>
3. Increase opportunities for training & education	A. Develop at least one conference and one non-conference program to support library-related training and education	Interest Group Coordinator, Continuing Education Coordinator	September 2000 Accomplished	
	B. Develop and coordinate leadership conference to support the interest group planning	Interest Group Coordinator, Continuing Education Coordinator	September 2000 Accomplished	
	C. Utilize the Washington Library Association web site and e-mail list to promote financial and Continuing Education opportunities for individuals seeking their Masters in Library Science	Scholarship Committee, Continuing Education Coordinator	On-going	
	D. Develop orientation programs on library-related issues and theories, such as intellectual freedom and legislative training	Interest Group Coordinator, Continuing Education Coordinator	On-going	
	E. Conduct a continuing education needs assessment among Native American libraries, institutions, military, and special libraries associations	Continuing Education Council, Association Coordinator	November 1999 Accomplished	

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3. Increase opportunities for training & education	F. Facilitate access to conferences and workshops through online registration, payments and continuing education requests	Webmaster/Treasurer , Continuing Education Coordinator	September 2000	
4. Evaluate continuing education needs	A. Conduct e-mail survey of WLA membership regarding availability of continuing education	Continuing Education Coordinator	December 2000 Accomplished	
	B. Provide WLA membership and Interest Group chairs with continuing education information	Continuing Education Coordinator	May 2000 Accomplished	

**Goal II: Promote Library Advocacy Among Library Professionals and Volunteers**

<b>Strategy</b>	<b>Tactic</b>	<b>Responsibility</b>	<b>Status</b>	<b>Comments</b>
1. Develop and implement a plan for library advocacy	A. Provide materials, direction, and rationale for libraries across the state to invite local lawmakers to their local libraries	Grassroots! Interest Group, Library Directors, WLFTA, Legislative Planning Committee, Public Relations Committee	January 2000 Accomplished	
	B. Publicize availability of WLA e-mail list, WLA web site, Interest Group's newsletter, and all WLA publications to the membership	PR Forum, Grassroots! Interest Group, Webmaster, Interest Group Coordinator, and Chairs	January 2000 Accomplished	

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<b>Strategy</b>	<b>Tactic</b>	<b>Responsibility</b>	<b>Status</b>	<b>Comments</b>
2. Seek opportunities to recruit unaffiliated Friends groups to WLFTA	A. Develop and offer a presentation for Friends groups on WLA & WLFTA	WLFTA, Grassroots! Interest Group, PR Committee, Legislative Liaison	December 2000	
	B. Identify list of unaffiliated Friends groups for presentation opportunities.	WLFTA, Grassroots! Interest Group Chair, PR Committee, Legislative Liaison	October 2000	
3. Promote intellectual freedom	A. Approve draft of Intellectual Freedom handbook	Intellectual Freedom Committee, Interest Group Coordinator, Taskforce	October 2000	
	B. Approve Intellectual Freedom draft statement	Intellectual Freedom Committee, Interest Group Coordinator, Taskforce	April 2001	
	C. Draft and approve tip sheet on intellectual freedom to all libraries to be incorporated in the Intellectual Freedom handbook.	Intellectual Freedom Committee, Interest Group Chair, Taskforce	December 2000	
4. Nurture Friends of the Libraries as community-oriented library advocates	A. Update and distribute Friends Week materials	PR Committee, PR Forum	January 2000 Accomplished	
5. Educate and promote copyright fair use	C. Develop copyright fair use statement	Taskforce	April 2001	
	B. Develop CE conference program	Taskforce	April 2001	

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Goal III: Increase WLA Membership**

<b>Strategy</b>	<b>Tactic</b>	<b>Responsibility</b>	<b>Status</b>	<b>Comments</b>
1. Develop and market WLA membership benefits	A. Provide student membership dues underwriter/mentor	PR Committee, Conference Committee, Interest Group Chairs	September 2000 Accomplished	
	B. Develop and distribute follow-up correspondence with non-member continuing education participants	President, WLA Coordinator, PR Committee	May 2000 Accomplished	
	C Invite local library board to support individual staff membership through local funding options	WLA, Libraries, Library Directors, WLFTA	May 2000 Accomplished Repeat	
	D. Develop program for sustaining member promotion	PR Committee, Taskforce	December 2000	
	E. Draft and distribute a new personal membership form	PR Committee	May 2000 Accomplished	
	F. Draft and distribute a new student membership brochure	PR Committee	September 2000 Accomplished	
2. Encourage active member participation in Washington Library Association	A. Organize a conference program for first-time conference attendee with information about the association and involvement opportunities	Membership Committee	April 2001	
	B. Identify opportunities for other ways to encourage membership participation	PR Committee, Membership Committee Taskforce	On-going	
	C. Facilitate student representation on the WLA Board, committees and IGs	WLA Board, Committee Chairs, Interest Group Chairs	December 2000	

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**Goal IV: Streamline Washington Library Association Management**

<b>Strategy</b>	<b>Tactic</b>	<b>Responsibility</b>	<b>Status</b>	<b>Comments</b>
1. Establish a record management system	A. Develop and obtain board approval for the record management system	Archives Committee Chair	December 1999 Accomplished	
	B. Implement records management systems in two phases (current and retrospective)	Association Coordinator	December 1999 Accomplished	
2. Revise financial policies & procedures to assure their accuracy	A. Disseminate policies and procedures to the WLA Board, committee and interest group chairs and publish on the Web	Treasurer, President	February 2000 Accomplished	
	B. Review and update financial policies for Board approval	WLA Board, etc	September 2000	
	C. Develop financial procedures, disseminate to Board, committee and interest group chairs and publish on the Web	Treasurer, Association Coordinator, webmaster	February 2001	