

Washington Library Association Strategic Plan 2003-2005

Goal 1: Provide Relevant Opportunities and Services to WLA Members

Strategy 1.1: Identify and Create Opportunities for developing career and leadership skills for library employees and trustees.

Leader: WALT, CAYAS, WLFFTA, WILL, RIG

Efforts completed:

- i. Friends Forum October 2004
- ii. WILL Conference, October 2003
- iii. WILL Conference planned, October 2005
- iv. Marketing and Fiscal support of PNLA Leadership Institute, October 2004

Ongoing / In Progress Work:

- i. WALT & CAYAS sponsored workshops in both Western & Eastern Washington locations
- ii. WLA Pre-Conference and Conference programs sponsored by IGs, April 2003, August 2004, April 2005
- iii. Continuing Education Council Grant Application, updated and clarified to ease process of planning and producing a workshop, June 2005
- iv. "Workshop on Workshops" manual updated and clarified, June 2005

Strategy 1.2: Create new and expanded opportunities to encourage for new and/or younger members.

Leader: Member Services, IGs

Efforts completed:

- i. Four 2003-2004 I-School students members of RIG and mentored by members.
- ii. CAYAS program, Booktalking the Best, presented by I-School students
- iii. Joined NextGenWA list serve, October 2004
- iv. TRIP web blog replaced print newsletter, April 2004
- v. Used ALA's member mailing list for Washington State mailing, November 2004
- vi. Evaluated providing member discounts to ARIEL and determined that all libraries are members of BCR through WSL already.

Ongoing / In progress work:

- i. Joint ALA/WLA membership for students.
- ii. CAYAS I-School student Distance Learning and On-Site Liaisons
- iii. Links to WLA.org from distance learning programs
- iv. Graphic Equalization Task Force and Continuing Education Pilot Fund created, to expand workshop opportunities throughout the state, December 2004.



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Future Tasks:

- i. Encourage idea of Librarians IG
- ii. Use SLA member list for membership mailing

Strategy 1.3: Find ways to increase the funding of scholarship programs.

Leader: Scholarship Committee, Fundraising Task Force

Efforts completed:

- i. Sales of Susan Madden's button collection donations = \$560, April 2004
- ii. 2004 Graduate Study Scholarship and Conference Attendance Grants, December 2003
- iii. Funded \$1000 for 2005 PNLA Leadership Institute

Future Tasks:

- i. Provide a scholarship to encourage diversity

Strategy 1.4: Sponsor social events throughout Washington State

Leader: IG Coordinator, IGs

Efforts completed:

- i. WALT networking reception @ Yakima Grill, PNLA Conference, February 2004
- ii. First Former President's Luncheon held, Seattle, October 2003

Ongoing / In Progress work:

- i. CAYAS Breakfast at annual WLA Conference

Strategy 1.5: Recognize Excellent Service

Leader: Board, Awards Committee

Efforts completed:

- i. Certificate awarded to Martha Parson by Executive Board, September 2003
- ii. Certificate awarded to Catherine Lord by Board, April 2004
- iii. Endorsed Jan Sanders for ALA Councilor at Large candidacy, December 2004.

Ongoing / In Progress work:

- i. Annual President's Award
- ii. Annual awards distributed at conference Awards Luncheon

Strategy 1.6: Inform membership of employment opportunities



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Leader: Web Task Force, Member Services

Efforts completed:

- i. Evaluated and released new website design and content,
- ii. Secure online payment of dues and registration fees available from website, December 2003
- iii. Researched Affiniscape and determined it is not a competitive web hosting service, April 2004

Ongoing / In Progress work:

- i. Keep current content and design of WLA website

Strategy 1.7: Provide scholarships to training opportunities

Leader: Continuing Education Coordinator, WALT, Scholarship Committee

Efforts completed:

- i. WALE scholarships, April 2004

Ongoing / In Progress work:

- i. Annual conference scholarships

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**Goal 2: Build and Strengthen Relationships within the
Washington Library Community**

**Strategy 2.1: Collaborate with other library associations and
organizations with common goals within the library community**

Leader: Member Services

Efforts completed:

- i. ACRL members attended 2005 Conference at WLA member rate
- ii. Organized an ACRL Pre-Conference program, April 2005
- iii. ACRL Letter of Support for 2009 Conference, September 2003
- iv. President attended WSL Ice Cream Social, August 2003
- v. CAYAS coordinated effort for statewide summer reading program, 2004
- vi. Jonathan Betz-Zall represented WLA at ALA President's Advisory Committee, November 2003
- vii. CAYAS Board member attended Washington School Readiness Summit and represented WLA, December 2004.

Ongoing / In Progress work:

- i. WLA member of Coalition for Open Government

**Strategy 2.2: Provide leadership and coordination of statewide efforts
to meet library education and training needs.**

Leader: WALT, Continuing Education Coordinator

Efforts completed:

- i. Continuing Education links added to WLA website, December 2003
- ii. Continuing Education Needs Survey distributed to 2005 Conference attendees, April 2005.

Future Tasks:

- i. Expand the role of Continuing Education Coordinator

**Strategy 2.3: Support professional library education programs at all
levels.**

Leader: Board, Public Relations, Legislative Planning

Efforts completed:

- i. Supported I-School with \$1000 contribution to Cleary Chair endowment, 2003-2004
- ii. WALT Trainings linked and highlighted from WLA website homepage
- iii. Listing of Master's Degree programs linked from WLA website, December 2003



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Ongoing / In Progress work:

Future Tasks:

- i. Provide letters of funding support during agency budget process and lobby for funds during legislative session

Strategy 2.4: Increase and encourage the sharing of association resources and member expertise.

Leader: IGs

Efforts completed:

- i. CAYAS/WALT Five Star Presentations workshops, May 2004
- ii. CAYAS/TSIG Cataloging Children's Materials workshop, August 2004

Ongoing / In Progress work:

- i. Creating an OLE IG Handbook
- ii. RIG programs make best use of listserv, expertise and collections of members

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Goal 3: Build a Stronger, More Viable Organization

Strategy 3.1: Define and market WLA member services and opportunities to recruit new members and retain current members.

Leader: Member Services, PR Committee

Efforts completed:

- i. Membership Committee renamed “Member Services” and given new focus.
- ii. July 2004 “ Alki” issue overrun printed to use as a public relations piece.
- iii. Overrun sent to tribal libraries, October 2004
- iv. Overrun sent to non-affiliated public, academic, and government libraries, March 2005
- v. WLA Booth at PLA Conference actively recruited members, February 2004
- vi. CAYAS members present session and actively recruit at PLA Conf., February 2004
- vii. WLA Website redesign launched, April 2005.

Ongoing / In Progress work:

- i. Questionnaire about membership needs developed for April 2005 Conference to be used by future Member Services committee.

Strategy 3.2: Create/Develop a WLA Marketing Plan or Strategy.

Leader: PR Committee, Member Services

Efforts completed:

- i. President evaluated potential of npower.org to consult WLA marketing strategy and determined that would not be beneficial for WLA, April 2004
- ii. New letterhead and “brand” designed by PR Committee, November 2003
- iii. WLA slogan “WLA – A resource for Washington Libraries and the people that make them great!” introduced, November 2003

Ongoing / In Progress work:

- i. Carol Schuyler, WLA Past President and member of the Statewide Marketing Initiative. Creates resources and marketing opportunities for the Libraries of Washington State.

Strategy 3.3: Promote WLA as a resource for professional development

Leader: Board, Continuing Education Coordinator, WALT

Efforts completed:

- i. President spoke at many events, including WALE, WILL, Public Library Director’s Retreat.



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Strategy 3.4: Support libraries in providing professional development to their employees.

Leader: Board, Continuing Education Coordinator, WALT

Efforts completed:

- i. WALT workshop - "Cultivating Supervisory Success", November 2003
- ii. CAYAS/WALT workshop - "Five Star Presentations", May 2003
- iii. WALT workshops offered at locations throughout the state to take advantage of the Geographic Equalization pilot project funds, 2004 & 2005.

Ongoing / In Progress work:

- i. Annual WLA Conferences, April 2003 & April 2005
- ii. Joint WLA/PNLA Conference, August 2004

Future Tasks:

- i. Get data from the State Library about Statewide training needs
- ii. Poll trainers and deputy directors about professional requirements and training and how publications are routed.

Strategy 3.5: Develop non-membership targeted fundraising

Leader: Board

Efforts completed:

- i. Determined that WLA is not eligible for LSTA grants, September 2003
- ii. Introduced discussion to change name of journal from "Alki" to "Washington Libraries", motion did not pass membership vote, August 2004
- iii. Idea to develop a Fund-Raising Task Force was tabled due to fiscal strength of WLA and defeat of tax rollback measure I-864.

Future Tasks:

- i. Increase subscriptions to WLA Journal (ALKI)

Strategy 3.6: Ensure that the organization reflects the diversity of the Washington community.

Leader: IGs, Member Services, Board

Efforts completed:

- i. Keynote speaker at 2004 annual conference on age diversity in the workplace.
- ii. Reforma and Tribal Libraries mailing lists used for membership campaign mailing, November 2004
- iii. Diversification Task Force created, September 2004

Ongoing / In Progress work:



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- i. Diversification Task Force motion to contract with a consultant to plan diversifying WLA Board open and awaiting Board vote, February 2005.

Strategy 3.7: Recruit targeted prospective member groups.

Leader: Member Services, IGs

Efforts completed:

- i. Strong WLA/CAYAS presence at 2004 WALE Conference.
- ii. ACRL members will attend WLA 2005 Conference at WLA member rate, February 2004
- iii. President asked 2005 Conference Chair to include ACRL in programming.
- iv. 2005 Pre-conference program content based on academic library members' training needs that is co-sponsored by ACRL, February 2004
- v. Institutional Task Force created to evaluate the dues structure for academic institutions. They contacted OLA and other states with successful models and proposed a restructuring of academic institution dues which was approved by membership, April 2004 & August 2004
- vi. President and VP made personal calls to library directors of WA undergraduate institutions to encourage their direct involvement in WLA, April – August 2004
- vii. President wrote recruitment article in The Advocate to encourage membership of Friends and trustees.

Ongoing / In Progress work:

- i. Recruit academic library members
- ii. Recruit Washington ALA members

Future Tasks:

- i. Find out where in a library information should be mailed to target librarians
- ii. Actively recruit (one on one) a person in each academic institution as a spokesperson for the association
- iii. Recruit members from the Friends and trustee groups
- iv. Identify a person in each institution who could talk to Friends groups

Strategy 3.8: Increase member diversity.

Leader: Board

Efforts completed:

- i. Diversification Task Force created, September 2004

Strategy 3.9: Revitalize Interest Groups.

Leader: IG Coordinator, IGs, Friends, WLFFTA, PR Committee, Board, Conference Planning Committee

Efforts completed:



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- i. Meet & Greets sponsored by IGs and held at annual conferences, April 2003, August 2004, April 2005
- ii. Friends Forum held, October 2004.
- iii. Biennial training retreat for IG Chairs, April 2004
- iv. Information and Fundraising booth at PLA, February 2004
- v. Joint conferences held that increased awareness of IGs and their benefits to both members and non members. WLA/PNLA – August 2004, WLA/PLA – February 2004.
- vi. Promoted membership in IGs through online registration with automatic calculations for IG membership on WLA website.
- vii. IGLU (Interest Group for Libraries and Unions) and NextGenWa Interest Groups created, 2004.

Ongoing / In Progress work:

- i. PR Committee ready to develop IG brochure, waiting for draft from IGs, March 2004

Future Tasks:

- i. Joint conference with ACRL in 2009 to increase awareness of IG membership benefits.

Strategy 3.10: Evaluate/Explore creating a foundation.

Leader: Board, Finance Committee

Efforts completed:

- i. WLFFTA President, Jeanne Steffner, provided expert information on forming a potential foundation
- ii. President spoke with the Firefighter's Council consultant about experience with the Firefighter Foundation
- iii. Idea to create a WLA Foundation tabled.

Strategy 3.11: Explore/Identify internal grantwriting expertise

Leader: Board

Efforts completed:

- i. Idea to create a Fundraising Task Force tabled due to fiscal strength of organization (See 3.5.iii)



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Goal 4: Advocate for libraries and promote library advocacy.

Strategy 4.1: Develop a strong legislative agenda

Leader: Legislative Planning, Grassroots, Member Services

Efforts completed:

- i. "Practical Lobbying Tips" workshop at WLA/PNLA 2004 Conference
- ii. Library Leadership Banquet featured lobbyist, Steve Duncan, at workshop
- iii. The Olympia Report publication was funded, published, and mailed to membership to keep membership aware of legislative agenda, local issues, and statewide needs.
- iv. Wlalist used to advertise National Legislative Day, February 2004
- v. Library Legislative Day events, February 2005

Ongoing / In Progress work:

- i. Job Description for an intern in Legislative Planning committee, April 2004
- ii. Grassroots Report newsletter
- iii. Legislative Planning articles in Alki
- iv. Legislative agenda implemented through weekly phone meetings during sessions, and post-session meetings.

Strategy 4.2: Identify and collaborate with associations and organizations with common goals beyond the library community.

Leader: IGs, WLFFTA, PR Committee, Grassroots, Board

Efforts completed:

- i. WLA joined the Coalition for Open Government and is funding membership for one representative.
- ii. CAYAS represented WLA at the WA Homeschool Conference
- iii. WLA Board commends Whatcom County Library System response to FBI demand for patron records and replacing copy of confiscated book.
- iv. Intellectual Freedom Committee partnered with SIRS/Proquest to create annual "Candace Morgan Intellectual Freedom Award", April 2005.

Ongoing / In Progress work:

- i. Link to employment pages and other associations and organizations from WLA website.
- ii. WSL library events publicized through wlalist and WLA website

Future Tasks:

- i. WLA representation at other organization events
- ii. Link other associations and organization newsletters on website
- iii. Add other organization and association events to calendar



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Strategy 4.3: Advocate and promote issues of intellectual freedom

Leader: IF Committee, IFIG, WLFFTA

Efforts completed:

- i. Promoted letter writing and emails to legislators via the RIG listserv
- ii. ALA Rep reports encouraged participation in CIPA and PATRIOT act events at ALA Mid-Winter, December 2003
- iii. Board approves creation of annual Intellectual Freedom Award, to be named in honor of Candace Morgan, April 2005.
- iv. Political Issues discussion listserv created, December 2004.

Future Tasks:

- i. Communicate issues to membership

Strategy 4.4: Increase public awareness of intellectual freedom issues

Leader: IF Committee, IFIG

Efforts completed:

- i. 3 WLA members attended the Seattle Thunder 3 educational event and promoted WLA through literature and networking, July 2003
- ii. Patience Rogge organized a panel on Advocacy for the WILL Conference, October 2003

Strategy 4.5: Increase public awareness of social responsibilities

Leader: SRRT

Efforts completed:

- i. Advocated and promoted awareness of school libraries WAC appeal by phones and emails throughout the fall of 2003. Board passed motion to support preservation of WAC for school libraries, January 2004

Ongoing / In Progress work:

- i. Submitted application to present program with the British Columbia Library Association's Information policy committee at the 2004 WLA Conference, November 2003

Strategy 4.6: Increase public awareness of the value of libraries and library employees

Leader: Grassroots, PR Committee, WLFFTA

Efforts completed:



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- i. Carol Schuyler appointed as WLA representative to Statewide Library Marketing Initiative Advisory Committee, August 2003
- ii. President uses all methods to respond promptly to news media requests for WLA position on library issues.
- iii. ALKI article on election results, December 2003

Future Tasks:

- i. Facts about the value of libraries to be incorporated in to WLA website content

Stragety 4.7: Develop a marketing plan.

Leader: PR Committee, President

Efforts completed:

- i. Exercise and discussion with Board to define new slogan, “A resource for Washington Libraries”, generated real life examples to use with recruiting and retaining new members, November 2003
- ii. President challenged all Board Members to recruit one new WLA member during their tenure, June 2003

