

WASHINGTON LIBRARY ASSOCIATION

WLA Vision for 2017

The Washington Library Association is a resource for Washington libraries and the people who make them great. A majority of the state's library professionals belong and perceive significant value in their membership. We are a vibrant, inclusive and diverse organization representing a variety of library types, geographical areas, services, job levels, ages and ethnicities.

The Association offers opportunities for learning, both in structured professional development offerings and through informal networking opportunities. WLA members have built strong, collegial relationships with other library professionals, library supporters and trustees, and allied organizations around the state and frequently consult with each other as individuals and through shared interest groups. The organization also provides support and encouragement for persons entering the profession through scholarship and mentoring programs and WLA has strong relationships with library science schools.

The culture of the organization is fun, friendly, welcoming, and focused on improving libraries and the professionalism of people who work in them. The public understands the value of libraries and supports library services at the ballot box. The legislature perceives WLA as a significant voice for libraries and looks to us for leadership and information.

WLA's governance structure is strategic, responsive, flexible, inclusive, and utilizes a rational ongoing process of planning and monitoring progress toward its goals. Members actively participate in committees, Board service, and other meaningful leadership opportunities to have an impact on the future of libraries in Washington State and further develop their leadership skills. The organization is financially sound and its processes are fully transparent. Our staff is professional, responsive, dedicated to the mission of the organization and libraries, and utilizes best practices in association management.

Elevator Version

WLA is a vibrant and effective advocate for libraries, library professionals, and library allies, and a community of practice where its members learn, grow professionally, develop strong relationships, and have fun.

WLA CORE VALUES

- **Community:** *WLA brings us together because of our shared interest in libraries. We encourage, build and support mutual respect, common goals, and strong professional relationships.*
- **Integrity:** *We consistently hold ourselves accountable to the highest standards of honesty and truth.*
- **Professionalism:** *WLA actively strives to use best practices in conducting our business as an organization and treat each other with respect as colleagues.*
- **Responsiveness:** *We listen to input from members, anticipate changing trends that affect our profession, and meet the varied needs of our stakeholders in a timely manner.*
- **Inclusivity:** *WLA encourages and is open to diverse viewpoints, values and cultures and welcomes the unsettling as well as the familiar.*
- **Education:** *We create learning opportunities for members of the library community to expand their professional knowledge, develop their professional skills, and share knowledge with each other in both formal and informal ways.*
- **Leadership:** *WLA accepts responsibility for helping to coalesce groups representing library interests in the state, provides opportunities for members to practice their skills as leaders, and serves as the voice of the industry and profession.*

WLA STRATEGIC PLAN 2007-2009

- A. Membership:** *To build a membership composed of a majority of the Washington State library community reflecting the diversity of library types, library roles, and the diversity of the citizens of the State.*
1. Conduct a bi-annual needs assessment of members and potential members on their needs and expectations for their statewide library association. Utilize a combination of methods, such as online surveys, focus groups and key informant interviews. Develop a budget proposal for the anticipated costs. (BOARD APPOINTED TASK FORCE, STAFF; MSC Chair, Vice President, CE Coordinator)
 2. Review membership structures and dues, especially institutional memberships (MSC & DUES TASK FORCE)
 3. Develop a strongly identifiable, universal, ubiquitous WLA brand. (COMMUNICATIONS COMMITTEE).
 - a. Organize a committee (by December 2007)
 - b. Conduct information gathering, including literature review (by March 2008)
 - c. Draft proposal for branded communications & marketing approach (TBD)
 4. Develop a recruitment campaign that includes advertising, presentations to library, staff, governance, library friends and other support groups, and personal contact. (COMMUNICATION/MEMBER SERVICES)
 - a. Create a strategic outline and implementation plan for the recruitment campaign (by March 2008)
 - b. Launch recruitment campaign at OLA/WLA Conference (April 2008)
 5. Strengthen relationships with ACRL, WLMA, CLAMS, SLA, Medical, etc. librarian groups. (VICE PRESIDENT, Communication Coordinator, AND CONTINUING EDUCATION COMMITTEE)
 6. Operate a WLA Welcome Wagon that greets each new member. (MEMBER SERVICES CHAIR)
- B. Career Development and Continuing Education:** *To lead in connecting members and the library community with continuing education and career advancement resources. WLA provides excellent, relevant formal and informal opportunities to learn and grow.*
1. Use the results of the bi-annual needs assessment to make recommendations on continuing education needs that can be addressed through conference programs, workshops, publications and online and other learning opportunities. (CE COORDINATOR)
 2. Encourage all WLA interest groups to sponsor (or co-sponsor) a workshop every year. (IG COORDINATOR)
 3. The CE Coordinator and IG Coordinator will work with WALT to provide training or resources on effective workshops and conference presentations. (CE and IG COORDINATORS)
- C. Community:** *To offer multiple opportunities for building mutually beneficial connections by linking individuals with similar and diverse interests, and by establishing relationships with organizations having shared values and goals.*
1. Library workers self-identify as a welcoming presence to other members of the library community in various parts of the state using appropriate technologies. (COMMUNICATIONS COORDINATOR)
 - Launch member highlights feature on the website and via an electronic newsletter.

- Explore the use of online collaboration (such as OPAL) or social networking tools to provide venues for WLA members to offer online programs to engage broader library community (i.e. book discussions, interviews and virtual tours of special digital library collections).
2. Increase different IG groups' mutual support and idea sharing. (IG COORDINATOR)

D. Advocacy: *To create effective library advocates who raise awareness about the value of libraries and enhance our ability to build relationships with key elected officials and other stakeholders who can affect the success of libraries.*

1. Enhance Library Legislative Day and increase participation by more libraries and all levels of the library community. (COMMUNICATIONS COORDINATOR)
 - Create a suite of relevant materials available online that can be utilized by libraries to promote and recruit for the event (by November 2007)
 - Explore feasibility of hosting a pre-Legislative Day gathering geared toward training and/or networking (April 2008)
2. Continue the work of the Legislative Planning Committee and seek ways to make it more visible and relevant to the membership. (LEGISLATIVE CHAIR and LOBBYIST)
 - Include committee representation from all library types: public (municipal), public (district), K-12, community and technical colleges, 4-year academic, Washington State Library
 - Develop annual legislative priority recommendations for approval by the WLA Board
 - Prepare for website posting an end-of-session summary of enacted legislation that might impact libraries
 - Provide up-to-date fact sheets on topics relevant to legislative advocacy
 - Provide issue briefs each session stating WLA's position on specific proposed legislation
 - Present legislative advocacy training program at each annual conference
 - Provide Alki and/or Advocate with a legislative program article each year
3. Find effective means of communicating to the membership and securing their active support for federal legislation that will positively affect Washington libraries. (FEDERAL RELATIONS COORDINATOR)
 - Monitor federal legislation and alert membership to issues that affect Washington libraries.
 - Attend and lead a delegation representing the Association to the annual ALA National Library Legislative Day.
 - Submit, at least yearly, articles summarizing federal legislation affecting Washington libraries in appropriate WLA publications, e.g., ALKI and the WLFFTA Advocate
 - Develop a Washington Federal Library Legislative and Advocacy Network (FLLAN) to provide quick and effective response to federal legislative issues of importance to Washington libraries
4. Educate the library community to be effective advocates for libraries. (WLFFTA)
 - To have a program at WALE and WLA conferences on library advocacy.
 - To have a session at the 2008 WLFFTA Friends and Foundation Forums on library advocacy.
 - To include an article on library advocacy in each of the quarterly Advocate newsletters.

E. Leadership: *To conduct the business of the association in a context of innovation, openness, and transparent communication.*

1. Provide formal and informal training and orientation for WLA leaders. (BOARD/STAFF)
 - Create a handbook of general and pertinent organizational materials to orient new WLA leaders (by April 1, 2008)
 - Implement WIMBA online training software. (BOARD/STAFF)

2. Ask WLA leaders to explore, compare, and recommend best practices relevant to their roles and responsibilities. (ALA Chapter Councilor)
3. Implement the most effective and timely tools and methods for conducting business and communication. (BOARD/STAFF)
 - Select and contract with new Internet Service Provider (ISP)
 - Develop members-only section of the WLA webpage for conducting Association business and communication (during 2008)
4. Assess and update WLA structures and processes as appropriate for effective operation and continuity. (BOARD/STAFF)
 - Assess and update WLA policies and procedures; identify areas needing to be updated (start at each WLA Retreat).
 - Conduct an annual board review (self-evaluation), including a workload assessment (each January).
 - Draft needed bylaws revisions to have adopted at the 2009 annual business meeting.

F. Administration: *To maintain a structure appropriate to facilitate and enhance the work of the organization.*

Year One Goals (Completed as of Summer 2008)

1. Develop a description of the organization as it exists and its vision. (By 6/28)*
2. Investigate and possibly hire a transition planning consultant. (By 6/28)*
3. Identify appropriate staff functions to be included in a management company contract or executive director or other staff job descriptions. (By 6/28)*
4. Develop an RFP to select and hire an organization management company if appropriate. (Written by 7/20; received by 8/20. Decision at September board meeting.)*
5. Develop a short term plan to manage the web site. (By 7/31 by Web Site TF)

**Completed by Transition Taskforce.*

Year Two Goals

1. Ensure organization is focused on key priorities that can reasonably be supported by staff.
2. Identify and define volunteer commitments from Board members and key stakeholders.
3. Invest in professional development for WLA Staff.
4. Update operating policies/procedures that drive organizational accountability; including update of policy and conference manuals.
5. Explore new administrative tools such as event registration software, online elections, and other resources as appropriate.