



Massachusetts
Library Association



FY22-FY25 STRATEGIC PLAN

VISION: MLA works for the advancement of the Massachusetts library community

MISSION: MLA strengthens the Massachusetts library community with a diverse and active membership engaged in advocacy, connection, and collaboration

Introduction

A small committee, William Adamczyk, Nora Blake (MLA President), and Joanne Lamothe (MLA Vice President), led the Planning Process with help from Cindy Roach. The Committee met to review the current plan and devised a plan for moving forward with the process in light of Covid-19 restrictions.

Methodology

The Committee developed an online community survey that was released in late summer 2020. In November 2020 the Committee met to review the survey results. The survey results demonstrated that MLA had successfully completed the previous plan's goal of becoming a well-managed Association, but that the other goals from the previous plan were still necessary and applicable to the Association today.

Survey respondents were primarily public library workers and more than half of the respondents indicated that they were current MLA members. Another 11% of survey respondents indicated that they were former members of MLA.

Survey results showed that programming, continuing education, legislative work, and networking opportunities are still essential offerings that MLA can provide. Financial assistance and Paralibrarian certification are programs that members support. Survey respondents were mostly aware of MLA services, Sections and Committees. Mentoring opportunities and leadership development were services respondents stated that they would like MLA to offer.

Respondents rated MLA's strengths as annual conference, legislative advocacy, strong leadership, local focus, networking support and responding to members' needs.

Respondents would like to see MLA provide:

- Stronger communication regarding MLA activities and library trends
- Better outreach to new librarians and new MLA members
- Stronger partnerships with other organizations

The Committee revised and updated the previous strategic plan into a new plan and MLA's Executive Committee discussed, reviewed and endorsed the plan in the early months of 2021.

Plan Goals and Objectives

Goal 1 MLA will build a diverse, engaged and active membership

Action 1 Develop an initiative to create a diversity and inclusion plan

- Review all policies, procedures and statements issued by the Association
- Provide training for all MLA staff, committee and section leaders, Association officers and other members of the Executive Board
- Communicate initiatives and strategies across all Association platforms

Starting Date – July 2021. Completion Date – Ongoing

Responsible parties – Association Officers and Executive Board

Action 2 Create a communications plan for the Association

- Create an annual communications calendar to establish a timeline for promoting Association-wide programming, publications and financial aid sources
- Integrate website and social media into the communications plan

Starting Date – July 2021. Completion Date – June 2022

Responsible parties -- Public Relations Committee

Action 3 Strengthen membership renewal processes

- Review membership rates and consider changes to pricing to respond to economic challenges brought about by the pandemic.
- Create a discounted first year membership fee for lapsed members who decide to rejoin.
- Post membership data on web site - improve visibility of signing up or renewing membership
- Develop and promote joint memberships with other Library organizations, similar to our current joint membership program with NELA

Starting Date – July 2021. Completion Date – Spring 2022

Responsible parties – Administrative Committee, Membership Committee and Association Manager

Action 4 Create onboarding plan for new members so they can quickly get involved with Association.

- Review all Committee and Section charges and update as needed
- Increase committee participation with new members through connection with Committee and Section Chairs and communication with new members
- Email occasional recruiting messages to membership highlighting Committees and Sections in need of participation
- Hold Virtual Committee round tables twice a year to introduce new members to the

Committees and Sections

- Post current committee listings and committee charges on MLA website

Starting Date – Ongoing. Completion Date – Ongoing

Responsible Parties – Executive Board and Association Manager

Action 5 Publish regular updates to the library community

- Expand the PR Committee's charge and membership to include regular publishing of updates.
- Create a publishing schedule
- Investigate the best way to produce/create newsletter (Library Aware/Constant Contact, etc.)
- Promote MLA issues to stakeholders outside our organization
- Promote MLA events and programs to MLA membership using content provided by Committees and Sections

Starting Date – January 2022. Completion Date – Ongoing

Responsible Parties – PR Committee ,Executive Board and Association Manager

Goal 2 MLA will collaborate and cooperate with new and established library community stakeholders

Action 1 Explore options for partnering with other library associations i.e. PLA, Friends, Trustee groups

- Expand and strengthen liaisons to other library community organizations. Collaborate on issues relevant to the library community

Starting Date - July 2021. Completion Date – Ongoing

Responsible Parties – Executive Board

Action 2 Facilitate legislative events

- Invite representatives from other groups (MBLC, MLS, MFOL, MSLA, MLTA) to help promote a shared message
- Work with EveryLibrary to expand Legislative Day activities and messaging

Starting Date – July 2021. Completion Date – December 2021

Responsible Parties – Legislative Committee

Action 3 Facilitate advocacy events at the local and state level, and provide best practices for our members

- Host advocacy events at several locations throughout the year

January 2021 - Draft

- Work with EveryLibrary to develop a more thorough Advocacy Plan

Starting Date – July 2021. Completion Date – Ongoing

Responsible Parties – Legislative Committee and President

Action 4 Include library school students and recent graduates in recruitment efforts for MLA membership and participation

- Participate in Library School recruitment events and other alumni or student outreach efforts
- Work with urban library members to promote librarianship as a career path for high school students

Starting Date – July 2021. Completion Date – Ongoing

Responsible Parties – Membership Committee and Association Manager

Goal 3 MLA will provide membership with robust and meaningful programs and activities

Action 1 Hold an Annual Conference that provides professional development and current awareness programs for the betterment of the Massachusetts library community

- Provide strong programming of interest to Massachusetts library community for Annual Conference
- Explore opportunities to share "Best of conference" content to different audiences around the state
- Evaluate conference programs in a timely manner and adapt future events to reflect feedback

Starting Date – Ongoing. Completion Date – Ongoing

Responsible Parties - Conference Committee with Conference Manager and Association Manager

Action 2 Develop and deliver strong programming that reflect the needs of the membership

- Provide sections and committees with appropriate guidance and policies necessary to develop and offer standalone programs for their members, and the expanded library community.
- Develop an association calendar for programming
- Develop meaningful online programming for members to engage with anytime
- Evaluate programs in a timely manner and adapt future events to reflect feedback

Starting Date – Ongoing. Completion Date – Ongoing

Responsible Parties – Administrative Committee, All Sections and Committees and Association Manager

Action 3 Focus on mentoring as a programming initiative

January 2021 - Draft

- Partner with organizations (MBLC, MLS) to offer mentoring and development opportunities
- Develop a series of programs focused on mentoring
- Develop mentoring opportunities for members by matching new members with experienced mentors
- Develop a mentoring program as part of onboarding new chairs/officers

Starting Date – Ongoing. Completion Date – Ongoing

Responsible Parties – Leadership and Management Section and Membership Committee

Action 4 Ensure members have opportunities to attend MLA programs and events

- Schedule in-person events in diverse locations throughout the state where possible
- Provide virtual programming and/or live-streaming options for in-person events
- Evaluate programs in a timely manner and adapt future events to reflect feedback

Starting Date – Ongoing. Completion Date – Ongoing

Responsible Parties – Executive Board

Action 5 Promote informal gatherings in different parts of the Commonwealth at least twice per year.

- Sponsor informal "Meet and Greets" throughout the Commonwealth as a networking and social opportunity for members of the library community

Starting Date – July 2022. Completion Date – Ongoing

Responsible Parties – Membership Committee

Action 6 Continue to offer and promote Paralibrarian Certification Program

- Certify 5-10 library workers annually
- Revamp information offered regarding the program to make it more accessible to interested participants
- Follow up with participants to evaluate efficacy of program

Starting Date – July 2022. Completion Date – Ongoing

Responsible Parties – Paralibrarian Section