

ILA and Executive Board Strategic Plan

Created 2009/10, Revised Dec. 2010; 3 year plan

Goal 1: Encourage and maintain a vital and active organization and membership.

Objective 1: Increase general paid membership 5% each year over the next 3 years

To further this objective, the Membership and Public Relations–Advocacy Committees, in cooperation with the Executive Board members and the appropriate committees, will:

1. Promote membership
2. Send mail via a variety of ways; such as postal mail and email
3. Post renewal information and reminders on ILA website, LibIdaho or other listservs.
4. At each regional conference explain what ILA does, ask the attendees to join or renew, and make membership forms available. (In cooperation with the Vice-President and Regional Conference chairs)
5. Provide online membership application and payment
6. Increase awareness of membership benefits and ways to participate

Objective 2: Identify, nurture, and support leadership in ILA.

To further this objective the Executive Board and the appropriate committees will:

1. Recruit annually new people to be actively involved (committee membership and/or special project participation) in ILA.
2. Actively support the Pacific Northwest Library Association's Leadership Institute and the ALA's Leadership Institute by encouraging those working in libraries to apply.
3. Conduct a fundraiser in part to support PNLA Leads and ALA Leadership Institute

Objective 3: Increase Trustees and Friends membership.

To further this objective the Trustees and Friends Division will:

1. Develop programs at conferences of interest to trustees and friends that will entice them to attend.
2. Contact Trustees and Friends boards to encourage them to send at least one representative to conferences.

Objective 4: Increase corporate membership.

To further this objective, the Membership Committee, in cooperation with the Annual Conference Exhibits Chair will:

1. Encourage corporations to join or renew.
2. Send mail via a variety of ways; such as postal mail and email.

Goal 2: Advocate for and promote Idaho's libraries.

Objective 1: Increase awareness of the library community and its issues among elected officials, especially the Governor and the Legislature and its leadership.

To further this objective the Legislative Committee will:

1. Encourage all ILA members annually to invite their legislators to attend the ILA Legislative Day event and to attend themselves. Increase attendance at the ILA Day event.
2. Give legislators a small gift each session, such as a book, from the Association that will foster a positive relationship with Idaho Libraries. Give legislative leadership and the Governor signed copies of the ILA Book Award winner.
3. Promote and encourage libraries across the state to invite their legislators to local library events
4. Promote membership involvement with the Legislative Committee by seeking members from each region of the state, and ensuring that committee members initiate contact with his/her representatives prior to the beginning of the legislative session.
5. Promote legislative education by providing an all-conference program with guest legislators that has no conflicts on the program each year at the annual conference.
6. Participate in ALA's annual Legislative Day.
7. Communicate with Idaho's members of Congress regarding federal issues affecting Idaho libraries.

Objective 2: Make more members aware of ILA activities.

To further this objective the Executive Board, and appropriate committees, will:

1. Promote the Annual Conference to all ILA members, both personal and institutional, by frequent announcements on LibIdaho, advance mailings about the conference to membership, and mailing the conference registration materials at least one month in advance of the conference. (Conference Committee)
2. Introduce the Legislative Advisor to the membership at each ILA annual conference, and at as many regional conferences each year as possible. (Legislative Committee and Regional Conference chairs)

3. Schedule an ILA Board member or officer to welcome participants at all the regional conferences opening sessions so that the link and sponsorship/support of ILA are very clear to the participants. (Vice-President and Regional Conference chairs)
4. Invite PNLA President to attend the annual conference, waiving the registration fee and extend an invitation to address ILA members at a business meeting. (PNLA Representative)
5. Provide monthly updates via LibIdaho to the Idaho Library Community regarding “what ILA has been up to.” (Public Relations Advocacy Committee)
6. Connect email and listserv communications to ILA by indicating sender is affiliated with ILA

Objective 3: Encourage membership participation in advocacy activities and training opportunities and increase members' use of the ILA web site and LibIdaho as an advocacy resource

To further this objective any ILA board member or appropriate committee chair will:

1. Recommend and/or secure an advocacy speaker for the annual conference, and provide advocacy training sessions at regional and annual conferences. (Public Relations and Advocacy Committee, Annual Conference Committee, and the Regional Conference Committees)
2. Submit advocacy alerts using electronic distributions and website postings where appropriate. (Public Relations and Advocacy Committee)

Objective 4: Recognize and promote the library champions, friends, and advocates who are critical to libraries in Idaho.

To further this objective, the Executive Board and appropriate committees will:

1. Promote the ILA Book Award by publicizing the award, providing a cash award of \$500 total to the author(s) of a single book, and an optional Honorable Mention without cash award to a runner-up.
2. Select and recognize an Idaho Legislator of the Year, Trustee of the Year, Friend of the Year, Librarian of the Year, Special Services to Libraries, and School Library Media Program of the Year as appropriate.
3. Solicit nominations and select recipients for the Idaho Library Association Scholarship(s) and the Gardner Hanks Scholarship.
4. Recognize outstanding leadership and contributions to the Idaho library community with the lifetime membership award.

Goal 3: Promote intellectual freedom for all Idaho residents.

Objective 1: Continue to advocate for open access to information for all Idaho residents.

To further this goal the Intellectual Freedom Committee will:

1. Attempt to have at least one member on the Intellectual Freedom Committee from each type of library (academic, school, public, government, special).
2. Maintain the Intellectual Freedom Committee page on the ILA web site in its role as resource and portal for information concerning intellectual freedom.
3. Monitor regional and national intellectual freedom issues, and inform the Idaho library community through quarterly postings on LibIdaho.
4. Recommend a program/speaker/roundtable for the ILA annual conference.
5. Provide assistance to regional conferences to develop programs and/or locate speakers on Intellectual Freedom issues (in cooperation with the Regional Conference committees).
6. Encourage members to report intellectual freedom issues to the committee.

Objective 2: Support Idaho's libraries and library staff on intellectual freedom issues.

To further this goal the Intellectual Freedom Committee will:

1. Host at each annual conference at least one fundraiser for intellectual freedom.
2. Update the Intellectual Freedom Handbook (posted on the ILA web site) as needed.
3. Provide, upon request, counsel to libraries and library staff facing challenges related to intellectual freedom.
4. Develop guidelines for the appropriate use of monies in the Intellectual Freedom Fund.
5. Promote existence and usage of the Intellectual Freedom Fund.

Goal 4: Provide opportunities for continuing education and communication of information for ILA members, and the Idaho library community.

Objective 1: Promote, support, and facilitate continuing education and professional development.

To further this objective, the Continuing Education Committee will:

1. Promote opportunities for continuing education.
 - a. Survey the membership concerning their continuing education needs. Gather information from academic programs and technical training opportunities, and make this information available to the library community.
 - b. Identify and/or invite representatives to ILA annual and regional conferences to promote their educational programs. (In cooperation with the Annual Conference

- committee and Exhibits chair, and the Regional Conference committees and Exhibits chairs)
2. Coordinate with Annual and Regional Conference committees to provide continuing education at the conferences sponsored by ILA.
 3. Coordinate and collaborate with the Idaho Commission for Libraries' Continuing Education Coordinator about continuing education opportunities.
 4. Maintain an awareness of library trends and issues pertinent to the Idaho library community.

Objective 2: Increase membership participation in ILA and other continuing education events.

To further this objective the Executive Board will:

1. Organize and conduct an annual conference that meets the continuing education and professional development needs of the membership. (In cooperation with the Annual Conference Committee and Continuing Education Committee)
2. Sponsor annual regional conferences, which provide continuing education and professional development opportunities for attendees. (In cooperation with the Regional Conference committees and the Continuing Education Committee)
3. Provide links on the ILA website to Continuing Education and Professional Development opportunities.
4. Promote PNLA annual conferences and Leadership Institute to membership.

Objective 3: Provide four or more informal opportunities for the membership to discuss library issues and concerns each year.

To further this objective, the Executive Board, in cooperation with the appropriate committees, will:

1. Organize a series of round tables or interest groups on topics of general interest at the annual conference. (Annual Conference Committee)
2. Organize a welcoming activity for new members and first-time attendees at the annual conference. (Annual Conference Committee).
3. Continue to maintain a web site, and review it on a continuing basis. (Webmaster, committees and conference chairs)
4. Continue to publish the *Idaho Librarian* online. (Webmaster and *Idaho Librarian* editor)
5. Use the ILA web site and the LibIdaho discussion list to encourage communication, continuing education, and recruitment.

Goal 5: Support and encourage collective activities to improve library services and resources and improve literacy.

Objective 1: Promote activities and services that provide information and improve literacy in Idaho library communities.

To further this objective the Executive Board will:

1. Advocate for funding of Idaho Commission for Libraries initiatives such as LiLI programs and Read to Me.

Objective 2: Foster the knowledge, skills, and abilities of Idaho library staff by providing educational opportunities on technology topics.

To further this objective the Executive Board will work with the appropriate committees to:

1. Offer appropriate educational programs at annual and regional conferences. It is strongly recommended that each conference have at least one technical session. (Division Chairs, Continuing Education Committee, Annual Conference Committee, Regional Conference committees)

Goal 6: Model best practices for the ILA Executive Board.

To further this goal, the appropriate groups will:

1. Provide an orientation for incoming officers and committee chairs before the October Executive Board meeting preceding each annual conference. (President, outgoing officers and committee chairs)
2. Review Bylaws and Policies & Procedures annually prior to the April Board meeting (All board members including officers, division and committee chairs)
 - a. Review archiving and records management procedures.
3. Update and approve the ILA Strategic Plan on an annual basis. Annual reports by officers and committee chairs should reflect progress toward meeting the goals of the plan, and budget requests should be based on activities in the plan. (Executive Board, Committee chairs)
4. Work towards approving and adhering to a balanced budget. (Executive Board, Committee chairs)