

Association of Specialized and Cooperative Library Agencies **Strategic Plan for 2006-2009**

MISSION:

ASCLA enhances the effectiveness of library service by providing networking, enrichment and educational opportunities for its diverse members, who represent state library agencies, libraries serving special populations, multitype library organizations and independent librarians.

VISION:

ASCLA is known as a dynamic organization that supports and engages its membership through

- Preparing members for positions of leadership by providing them with consulting, facilitating, presenting and coaching knowledge and skills.
- Providing high quality continuing education programs.
- Providing leadership within ALA on making library services accessible to all.
- Promoting a lifetime of career opportunities and support.
- Taking a leading role in the development of standards and guidelines to meet the information needs of people with historically limited access to library services and materials.
- Using cutting edge technologies and services to provide educational and networking opportunities.
- Providing leadership with ALA on emerging issues, trends, and legislation.
- Collaborating with other units of ALA and other similarly aligned national organizations.
- Developing opportunities for research and publishing projects for members.

THEMES:

1. ASCLA develops an inclusive perspective within ALA to address issues across library and professional boundaries.

Critical processes:

- a. Identify issues that will affect ASCLA members across library and professional boundaries:

Actions:

- i. ASCLA units/liaisons will be responsible for identifying current professional issues relevant to all ASCLA members and reporting those issues to the ASCLA Board.
- ii. The ASCLA Executive Committee will identify and report current ALA issues that will affect ASCLA members.
- iii. The ASCLA Board will continue work on revising the vision and mission statement at the 2006 Midwinter and ALA Annual Conference.

- b. Position ASCLA as a key enterprise in bringing emerging issues to the attention of ALA and other national organizations

Actions:

- i. ASCLA will work with the ALA Research Office on the IMLS grant related to surveying cooperative libraries and developing a database.

- ii. ASCLA will continue to support the Accessibility Assembly.
 - iii. ASCLA units will develop three programs on emerging issues.
 - iv. The ASCLA Executive Committee will communicate to ALA and other library related organizations on issues of importance to ASCLA members.
 - v. ASCLA liaisons to ALA committees will promote an inclusive perspective to issues.
 - c. Communicate issues to the profession
 - Actions:**
 - i. ASCLA units will produce publications, products, press releases and Web sites on emerging issues.
 - d. ASCLA will promote and support the ASCLA Century Scholarship.
2. ASCLA supports the individual in navigating the profession.
- Critical processes:**
- a. Strengthen the personal networking environment
 - Actions:**
 - i. ASCLA will create opportunities for involvement.
 - ii. ASCLA will provide participation opportunities outside of conferences.
 - iii. ASCLA will provide networking opportunities in areas where ASCLA members have specific expertise.
 - b. Develop a mentoring program
 - Actions:**
 - i. The ASCLA past president will work with the Membership Promotion Committee to create a new member packet and identify ways to mentor new members.
 - c. Develop and offer outstanding continuing education programs
 - Actions:**
 - i. Sections and committee will offer programming during the ALA Conference
 - ii. At least two preconferences will be offered before Annual Conference.
 - iii. ASCLA will offer members access to Element K e-learning opportunities.
 - iv. ASCLA will offer a Web CE course on collection development of materials for the Spanish-speaking population.
3. ASCLA advocates for and provides leadership for interests and issues of the membership.
- Critical processes:**
- a. Promote concept of universal access
 - Actions:**
 - i. ASCLA will promote the Accessibility Pavilion.
 - ii. The Accessibility Assembly will monitor the implementation of the Library Services for People with Disabilities policy.

- b. Take a leadership role in legislation and national service standards of interest to the membership
 - Actions:**
 - i. In coordination with the ALA Washington Office, the ASCLA Legislation Committee will support LSTA and related legislative and funding efforts.
 - c. Develop mechanisms that support advocacy efforts
 - Actions:**
 - i. The Legislative Committee will evaluate the effectiveness of the LSTA stories database and report to the Board at the 2006 ALA Annual Conference.
4. ASCLA develops an organizational structure that allows it to accomplish these themes in a financially accountable way.
- Critical processes:**
- a. Review and streamline organizational structure in order to make it supportive and responsive to these themes and the ASCLA vision.
 - Actions:**
 - i. ASCLA will continue to provide for virtual committee participation.
 - ii. The ASCLA president will explore the interest of any ASCLA section to pursue a more streamlined organizational model for ASCLA participation and activities.
 - b. Increase membership
 - Actions:**
 - i. Staff will provide the Membership Committee and the Board with information about potential ASCLA members.
 - ii. Staff will implement recruitment and retention strategies.
 - iii. The Membership Committee will develop a new members packet.
 - c. Follow strategies in the business plan
 - Actions:**
 - i. The ASCLA Executive Committee will annually review the ASCLA business plan and forward recommendation for changes to the ASCLA Board for consideration at the Midwinter meeting.
5. ASCLA will support communications to members and other appropriate groups in order to enhance the sharing of information on topics of interest to ASCLA members.
- a. Support the production and distribution of *Interface*
 - b. Support Internet-based discussion lists
 - c. Enhance information and service provided via the ASCLA Web site.