

**Mission**

The Florida Library Association

- Supports intellectual freedom and privacy rights
- Educates and advocates for library employees, supporters, and governing bodies
- Provides continuing education and networking opportunities
- Partners with other organizations to expand member opportunities
- Facilitates productive links between the library community and the information industry
- Advocates for legislation and funding for **all types of** libraries at local, state, and national levels

**Goal 1**

The Florida Library Association provides leadership on public policy issues affecting libraries at the local, state, and national levels. It provides leadership and leadership opportunities for its members, library advocates, the library profession and those working and volunteering in libraries.

A. The FLA Executive Board, Committees, and member groups will monitor issues and trends.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<ul style="list-style-type: none"> <li>■ Executive Board</li> <li>■ Executive Director</li> <li>■ ALA Counselor</li> <li>■ SELA Representative</li> <li>■ Member groups</li> </ul>	Issues are discussed at member group meetings and through electronic discussions then raised to Association leadership.

B. FLA is active at local, regional and national library organizations to continuously communicate and advance the interests of the Florida library community and relate appropriate interests back to FLA membership.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing, in a timely manner	<ul style="list-style-type: none"> <li>■ Executive Board</li> <li>■ Executive Director</li> <li>■ ALA Counselor</li> <li>■ SELA Representative</li> </ul>	Association Leadership implements communication strategies with ALA, SELA, FACRL, FAME, Florida SLA, and local library organizations in the state. Non-library organization groups are contacted and become partners as warranted.

C. Association activities, the annual conference, and other Association programs focus on current issues in library services.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<ul style="list-style-type: none"> <li>■ Executive Board</li> <li>■ Executive Director</li> <li>■ Conference Committee</li> <li>■ Member groups</li> </ul>	Issues identified in Goal 1 item A, and through other methods are prioritized and become the focus for Association activities for the year.

**Goal 2**

The Florida Library Association builds membership and organizational strength through member recruitment and retention efforts, frequent communication with members, and excellence in governance.

A. Continue to implement the FLA Membership Recruitment and Retention Plan.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<ul style="list-style-type: none"> <li>▪ Membership Committee</li> <li>▪ Executive Director</li> </ul>	Implement and update Recruitment & Retention Marketing Plan 2006 – 2010.

B. Continue the Executive Board Speaker’s Forum.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<ul style="list-style-type: none"> <li>▪ Executive Board</li> <li>▪ Executive Director</li> </ul>	<ol style="list-style-type: none"> <li>1. Identify appropriate speaking opportunities beyond MLC annual meetings and ensure that a designated FLA representative addresses these groups at some point during the year to promote FLA.</li> <li>2. Add committee chairs to the speakers list if they are willing.</li> </ol>

C. Recognize members of the Florida Library community and FLA Leadership.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Annually	<ul style="list-style-type: none"> <li>▪ Awards Committee</li> <li>▪ Friends, Foundations &amp; Boards Member Group</li> <li>▪ Library Services to Youth Member Group</li> <li>▪ Executive Board</li> <li>▪ Executive Director</li> </ul>	<ol style="list-style-type: none"> <li>1. Alert membership to awards (both local and national) and opportunities for funding and recognition.</li> <li>2. Review awards offered from FLA, revise as needed, and publicize opportunities to membership.</li> <li>3. Recognize FLA leadership at conference.</li> </ol>

D. FLA leadership communicates effectively with members to assure continued interest in the Association.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<ul style="list-style-type: none"> <li>▪ President</li> <li>▪ Board Liaisons</li> <li>▪ Executive Director</li> <li>▪ Communications Coordinator</li> <li>▪ Member group leaders</li> </ul>	<ol style="list-style-type: none"> <li>1. Association leadership use available methods of communication to assure an informed membership.</li> <li>2. Member group leaders communicate at least quarterly with members of their group through one of the Association’s publications or communication tools.</li> <li>3. Continue to include new technologies and</li> </ol>

		methods in the array of electronic communication approaches available to members.
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E. Encourage continuing education and professional development

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Annually	<ul style="list-style-type: none"> <li>■ Scholarship Committee</li> <li>■ Executive Director</li> </ul>	<ol style="list-style-type: none"> <li>1. Publicize and solicit scholarship opportunities.</li> <li>2. Evaluate nominations and award scholarships.</li> <li>3. Raise funds for scholarship awards.</li> </ol>

**Goal 3**

The Florida Library Association addresses the continuing education and development needs of its members by encouraging active participation in Association activities and by providing continuing education opportunities to the library community.

A. Provide regional continuing education opportunities.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<ul style="list-style-type: none"> <li>■ Executive Director</li> <li>■ Committees</li> <li>■ Member Groups</li> </ul>	<ol style="list-style-type: none"> <li>1. Committees and member groups partner with Multi-type Library Cooperatives to provide regional continuing education.</li> <li>2. Management &amp; Administration Member Group and the CE Committee present a management-related program.</li> </ol>

**Goal 4**

The Florida Library Association disseminates and communicates ideas and information about the Association, libraries, and library issues to the library community and to the public.

A. Tell the FLA and library story

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<ul style="list-style-type: none"> <li>■ Executive Director</li> <li>■ Publication editors</li> <li>■ PR Committee</li> </ul>	<ol style="list-style-type: none"> <li>1. Issue media releases as needed.</li> <li>2. Communicate with members through Association publications, web site, blog, and email list messages.</li> <li>3. Create a display package for conferences and events.</li> </ol>

**Goal 5**

The Florida Library Association seeks public support and promotes standards and legislation favorable to libraries.

A. Increase statewide participation in Legislative Advocacy.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<ul style="list-style-type: none"> <li>■ Executive Board</li> <li>■ Legislative Committee</li> <li>■ FF&amp;B Member Group</li> </ul>	<ol style="list-style-type: none"> <li>1. Provide advocacy training to FLA membership and library supporters.</li> <li>2. Provide information on library issues to library governing bodies and elected officials.</li> <li>3. Develop and implement a plan to increase participation in FLA Library Days and advocacy for Florida's libraries in general.</li> <li>4. Continue use of CapWiz and consider purchase of this service for 2009-2010 if not continued by ALA.</li> <li>5. Seek to collaborate with other groups with similar goals.</li> <li>6. Communicate with FLA membership regarding legislative issues and request action as needed.</li> </ol>

**Goal 6**

The Florida Library Association supports citizens' right of access to information and ideas and privacy regarding use of library services through all library media, and will support librarians and other professionals in the defense of intellectual freedom throughout Florida.

- A. Review and publish an updated version of the FLA Intellectual Freedom Manual.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
2009-2010	<ul style="list-style-type: none"> <li>■ Executive Board</li> <li>■ Intellectual Freedom Committee</li> </ul>	<ol style="list-style-type: none"> <li>1. Offer and advertise new Intellectual Freedom Manual in a variety of formats.</li> </ol>

**Goal 7**

The Florida Library Association provides an organizational structure that is responsive to the needs of its constituency and is accountable for effectively carrying out its objectives.

- A. Continue to develop Association management structure.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
2009-2010	<ul style="list-style-type: none"> <li>■ Executive Director and staff</li> <li>■ Executive Board</li> <li>■ HR Committee</li> </ul>	<ol style="list-style-type: none"> <li>1. Maintain FLA office that is responsive to member needs.</li> <li>2. Develop evaluation process for Executive Director.</li> <li>3. Develop personnel and operation policies as needed.</li> </ol>

- B. Evaluate the year's activities and publish an annual program report.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Annually	<ul style="list-style-type: none"> <li>– Committee and member group leadership</li> </ul>	<ol style="list-style-type: none"> <li>1. Committee activities: Leadership of committees plan</li> </ol>

## FLA Strategic Plan, 2009-2010

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
	<ul style="list-style-type: none"> <li>- Treasurer</li> <li>- Executive Director</li> <li>- Board Liaisons</li> </ul>	<p>activities based on Strategic Plan, FLA Manual, and President's initiatives.</p> <ul style="list-style-type: none"> <li>- Committees implement plans</li> <li>- Committee leadership evaluate success on committee annual report form.</li> </ul> <ol style="list-style-type: none"> <li>2. Member groups report activities annually.</li> <li>3. Treasurer, Executive Director and FLA Office develop annual financial report.</li> <li>4. Publish a report based on information from Association leadership and documents published throughout the year.</li> </ol>

### C. Update FLA Strategic Plan

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
2009-2010	<ul style="list-style-type: none"> <li>· Planning Committee</li> </ul>	<ol style="list-style-type: none"> <li>1. Review and update Strategic Plan.</li> <li>2. Review the planning process and make recommendations on long range planning.</li> </ol>

### Goal 8

The Florida Library Association multiplies its effectiveness and that of its members through collaboration with other organizations, businesses, multi-type library cooperatives, and individuals.

- A. Continue to cooperate with other library related organizations and to collaborate on programs and exhibits.

<i>Time Frame</i>	<i>Responsible</i>	<i>Implementation Strategy</i>
Ongoing	<ul style="list-style-type: none"> <li>■ Executive Board</li> <li>■ Executive Director</li> </ul>	<ol style="list-style-type: none"> <li>1. Continue to participate in the Florida Book Award initiative.</li> <li>2. SELA Representative continues to investigate a joint FLA/SELA conference.</li> <li>3. Support ALA's Freedom to Read Foundation.</li> <li>4. Consider opportunities for partnerships.</li> </ol>