FLA Strategic Plan 2014-2016

Priority Area 1: Advocacy

Goal 1: To provide leadership and focused effective advocacy for Florida libraries.

Objective 1: To Advocate for sustainable library funding at the local, state and federal level.

Objective 2: To protect Intellectual Freedom in Florida Libraries

Goal 2: Provide advocacy training for library employees and other supporters

Objective 1: To provide resources and training to develop relationship building skills with decision makers.

Priority Area 2: Professional Development

Goal 1: To provide an array of educational and scholarly opportunities for the Florida library community.

Objective 1: To establish regional educational opportunities

Objective 2: To provide an enriching and profitable annual conference

Objective 3: Investigate educational opportunities targeting to paraprofessionals

Objective 4: Provide publishing and presentation opportunities.

Goal 2: To identify, cultivate and sustain the current and future Florida library leaders.

Objective 1: Investigate how to complement the activities of the SSLLI

Objective 2: Create and provide complementary activities to SSLLI

Objective 3: Provide individual leadership opportunities

Priority Area 3: Marketing

Goal 1: To raise awareness and promote the Florida Library Association to the library community.

Objective 1: Refresh FLA branding.

Objective 2: Establish an FLA ambassador program in Florida libraries.

Goal 2: To market the evolving roles and services of Florida libraries
Objective 1: Develop and implement a marketing plan.

Objective 2: Document the value of various types of libraries to decision makers

Priority Area 4: Partnerships

Goal 1: To develop and strengthen collaborations with other organizations and businesses

Objective 1: Explore a minimum of 3 new collaborations with other library organizations per year

Objective 2: Develop business partnerships at the statewide and regional level

Scholarship committee, conference committee

Priority Area 5: Membership

Goal 1: To effectively recruit, engage and retain members.

Objective 1: To increase networking opportunities for members and prospective members.

Objective 2: To clearly communicate the value of personal, institutional and business memberships in FLA

Objective 3: Support member retention through awards program

Objective 4: Support member recruitment through the scholarship program

Objective 5: Develop a program to reach out to prospective new members.

Objective 6: Provide a robust repository of resources to members.

Priority Area 6: FLA Organization and Administration

Goal 1: To Enhance FLA’s structure and resources to effectively and efficiently support its mission

Objective 1: Investigate board restructuring to include retirees or other advisors.

Objective 2: Secure sustainability and growth through cost control and creative revenue generation.

Objective 3: Research and acquire cost effective association management software

Objective 4: Revise organizational documentation such as policies and procedures and bylaws.

Objective 5: Develop standardized resources for committee work.