

## FLA Strategic Plan, 2011-2012

Approved by FLA Executive Board  
April 8, 2011

### 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 Leadership

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	<input type="checkbox"/> Committees <input type="checkbox"/> Member Groups <input type="checkbox"/> Individual Members <input type="checkbox"/> Executive Board <input type="checkbox"/> ALA Counselor <input type="checkbox"/> Executive Director	1. Issues are monitored by committees, member groups and individual members and raised to Association leadership. 2. Leadership of committees plan activities based on Strategic Plan, FLA Manual, and President's initiatives. 3. Committees implement plans as directed by Board.

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	<input type="checkbox"/> Executive Board <input type="checkbox"/> Executive Director	Association Leadership implements communication strategies with ALA, FACRL,

	<input type="checkbox"/> ALA Counselor	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	<input type="checkbox"/> Executive Board <input type="checkbox"/> Executive Director <input type="checkbox"/> Conference Committee <input type="checkbox"/> Committees <input type="checkbox"/> Member Groups	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 Membership

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	<input type="checkbox"/> Membership Committee <input type="checkbox"/> Executive Director	<ol style="list-style-type: none"> <li>1. Conduct annual survey of membership to determine awareness of Association membership benefits and services.</li> <li>2. Identify and review all member benefits and complete all activities associated with the FY 2012 portion of the 2010-2015 Recruitment &amp; Retention Plan.</li> </ol>

B. Continue the Executive Board Speaker's Forum.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<input type="checkbox"/> Executive Board <input type="checkbox"/> Executive Director	1. Identify appropriate speaking opportunities at MLC annual meetings and meetings of other library organizations and ensure that a

		designated FLA representative addresses these groups at some point during the year to promote FLA. 2. Add committee chairs to the speakers list if they are willing.
--	--	---

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

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Annually	<input type="checkbox"/> Awards Committee <input type="checkbox"/> Friends, Foundations & Boards Member Group <input type="checkbox"/> Library Services to Youth Member Group <input type="checkbox"/> Executive Board <input type="checkbox"/> Executive Director	1. Alert membership to awards (both local and national) and opportunities for funding and recognition. 2. Review awards offered from FLA, revise as needed, and publicize opportunities to membership. 3. Recognize award recipients and FLA leadership at conference.

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	<input type="checkbox"/> President <input type="checkbox"/> Board Liaisons <input type="checkbox"/> Executive Director <input type="checkbox"/> Committee Chairs <input type="checkbox"/> Member Group leaders	1. Association leadership use available methods of communication to assure an informed membership. 2. Member group leaders communicate at least quarterly with members of their group through one of the Association's publications or communication tools. 3. Committee chairs communicate with committee members and with Board Liaison regarding relevant issues and the work of their committees. 4. Continue to include new technologies and methods in the array of electronic communication approaches available to members.

E. Enhance opportunities for member communications on topics of interest.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
August 2011	<input type="checkbox"/> Planning Committee <input type="checkbox"/> Executive Director	Evaluate role of member groups in FLA organizational structure.

Ongoing	<input type="checkbox"/> Executive Board <input type="checkbox"/> CE Committee	Offer regional events for FLA members.
---------	---	--

F. Provide dedicated staff to assist with membership tasks.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
August 2011	<input type="checkbox"/> Executive Director	Recruit and hire qualified individual to serve as part-time membership and marketing coordinator.

### Goal 3 Continuing Education

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 using appropriate training modalities.

A. Provide continuing education opportunities through various training modalities such as regional face-to-face and /or online virtual events.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<input type="checkbox"/> CE Committee <input type="checkbox"/> Executive Director	<ol style="list-style-type: none"> <li>1. Provide CE opportunities consistent with member preferences as identified in a CE needs assessment.</li> <li>2. Committees and member seek partners such as multi-type library cooperatives and other organizations to provide regional continuing education.</li> <li>3. Examine possible changes to FLA's continuing education role as MLC situation changes.</li> <li>4. CE Committee provides input into conference content to address CE needs of members.</li> </ol>

B. Provide Scholarship opportunities to advance the education and development of library staff in Florida.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
-------------------	--------------------	-----------------

Annually	<input type="checkbox"/> Scholarship Committee <input type="checkbox"/> Executive Board <input type="checkbox"/> Executive Director	1. Publicize and solicit scholarship opportunities. 2. Evaluate nominations and award scholarships 3. Raise funds for scholarship awards.
----------	---	---

**Goal 4 Promotion/Public Relations**

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	<input type="checkbox"/> PR Committee <input type="checkbox"/> Publication editors <input type="checkbox"/> Executive Director	1. Proactively issue media releases. 2. Communicate with members through Association publications, web site, blog, and email list. 3. Create a display package for conferences and events. 4. Develop promotional opportunities such as Library snapshot.

B. Generate interest and information to recruit people to the profession.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	Library Personnel Recruitment Committee	Provide information about the profession to high school and college guidance and career counselors.

**Goal 5 Advocacy**

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	<input type="checkbox"/> Executive Board <input type="checkbox"/> Legislative Committee	1. Provide advocacy training to FLA membership and library supporters.

	<input type="checkbox"/> FF&B Member Group	2. Provide information on library issues to library governing bodies and elected officials. 3. Develop and implement a plan to increase participation in FLA Library Days and advocacy for Florida's libraries in general. 4. Continue use of CapWiz and purchase service if necessary. 5. Seek to collaborate with other groups with similar goals. 6. Communicate with FLA membership regarding legislative issues and request action proactively.
--	--	--

**Goal 6 Intellectual Freedom and Privacy**

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. Provide a forum for discussion of intellectual freedom issues.

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Ongoing	<input type="checkbox"/> Intellectual Freedom Committee	1. Alert members to issues regarding intellectual freedom. 2. Promote education about intellectual freedom and privacy issues through discussion lists and conference programs.
Ongoing	<input type="checkbox"/> President <input type="checkbox"/> Executive Board <input type="checkbox"/> Executive Director & staff	Make formal statements when appropriate on issues.

**Goal 7 Organizational Sustainability and Accountability**

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>
Ongoing	<input type="checkbox"/> Executive Director and Staff	1. Maintain FLA office that is responsive to member needs. 2. Provide for restructure of FLA staff duties for manageability and efficiency.

Annually	<input type="checkbox"/> HR Committee	Publish and implement personnel and operational polices. Continue to develop and revise as needed.
Ongoing	<input type="checkbox"/> Executive Board	1. Evaluate Executive Director's performance annually. 2. Maintain fiscal sustainability by working towards reestablishing a 40% reserve and address feasibility of goal in light of current economic situation. If warranted, identify activities that should be reduced, reassigned or eliminated.

B. Implement FLA Strategic Plan.

Time Frame	Responsible	Strategy
Annual Conference	<input type="checkbox"/> Incoming President	Present President's initiatives.
Annually	<input type="checkbox"/> President <input type="checkbox"/> Executive Board <input type="checkbox"/> Committees <input type="checkbox"/> Membership Groups <input type="checkbox"/> Executive Director & staff	1. Leadership of committees plan activities based on Strategic Plan, FLA Manual, and President's initiatives as directed by Board. 2. Use technology to conduct the Association's business.

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

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
Annually	<input type="checkbox"/> Committee Chairs <input type="checkbox"/> Member Group leadership <input type="checkbox"/> Board Liaisons	1. Committee leadership evaluates success on committee annual report form. 2. Member groups report activities annually.
	<input type="checkbox"/> Treasurer <input type="checkbox"/> Executive Director & staff	1. Develop annual financial report. 2. Publish a report based on information from Association leadership and documents published throughout the year.
	<input type="checkbox"/> Executive Board	Evaluate annual program report format

D. Update FLA Strategic Plan

<i>Time Frame</i>	<i>Responsible</i>	<i>Strategy</i>
2011-2012	<input type="checkbox"/> Planning Committee	1. Review and update Strategic Plan. 2. Review the planning process and make recommendations on long range planning. 3. Review existing groups and their assignments

		and look for ways to encourage communication and activity within the groups.
--	--	--

**Goal 8 Collaboration and Partnerships**

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.

Time Frame	Responsible	Strategy
Ongoing	<input type="checkbox"/> Executive Board <input type="checkbox"/> Executive Director	1. Continue to participate in the Florida Book Award initiative. 2. Support ALA's Freedom to Read Foundation. 3. Consider opportunities for partnerships.