

## GOALS

### Alaska Library Association

#### Strategic Plan Goals 2008-2013—DRAFT revisions from E-Council Meeting 9/2008

**Goal 1: By 2013, AkLA will be recognized as a resource and advocate for its members as they work to safeguard intellectual freedom, privacy, access to government information, intellectual property, public services and full funding for libraries in Alaska.**

**Action:** Create an advocacy wiki on AkLA's website with advocacy information and links to ALA and specific legislature and congressional sites with contact information and find a person to take responsibility for the content and maintenance of this page. [NOTE: We might want to ask Hetty Barthel if she would be willing to do this.]

**Action:** Create wiki pages for intellectual freedom, privacy, access to government information, intellectual property, public services and full funding for Alaskan libraries, each with a person taking responsibility for the content and maintenance of that page.

Each wiki maintainer or their designate should post on their topic to the AkLA blog at least once per quarter.

**Action:** Be a presence to other Alaskan associations such the Alaska Municipal League, Alaska Association of School Boards, League of Women Voters, AFN, etc.

- To this end, we will research, purchase and develop traveling display.
- Develop a calendar of meetings for potential participation. Contact local membership to attend and/or set up display.
- Develop a budget request for the 2010 budget for shipping and registration costs.

#### **ASK JANE FUESTENEAU FOR UPDATE OF GOAL 2**

**Goal 2: By 2008, AkLA will be a leader in facilitating cooperation, communication, and resource sharing among all types of libraries in Alaska.**

**Action (brought forward from 1997 strategic plan):** AkLA and the Alaska State Library will coordinate on placing and maintaining a current directory of Alaskan libraries on the Web. -- Ongoing

**Action:** Develop and implement a statewide library initiative in cooperation with the Rasmuson Foundation.

**Action:** Survey members on Continuing Education needs when appropriate. – CE Committee – Ongoing (Survey completed in 2004-05.)

**Action:** Through ALIEN, provide a listing of members' expertise, experience and willingness to act as mentors. ("ALIEN – Alaska Library Information and Experience Network.")

- Ecouncil members sign up on ALIEN. – All members – December 2005
- Add information about ALIEN to membership form – Mary Jennings and Patty Linville – December 2005

**Action:** Statewide cooperative collection development agreement posted on AkLA website. – Done.

**Action:** Develop a plan for the implementation of the Culturally Responsive Guidelines by the end of 2007.

- Native Issues Roundtable establishes a temporary committee to draft plan – March 2006
- Draft plan submitted to Ecouncil for approval – Committee – September 2006

**Action:** Establish specific listserves for specific groups as needed.

- Develop list of 12 BLOG topics each year – November – Ongoing
- Initiate theme-based BLOG discussions – 1 per month – December 2005 – Ongoing
- Be an active participant in the statewide initiative regarding the formation of the Alaska Library Network (ALN). – Valerie, Linda W. & Ann – Dec 05 – May 06

**Goal 3: By 1013, AkLA will fully represent all types of library staff in Alaskan libraries by increasing representation in the organization through:**

**Action:** AkLA and the Alaska State Library will maintain a current Directory of Alaskan libraries on the web. Serving as the collegial focal point for the greater library community. Ongoing

**Action:** Encourage all library staff, both members and non-members, to join all listservs of interest (i.e. AKLA-L, ALN, Alaska Native issues, etc.) Ongoing

**Action:** Send Email membership/renewal notices to all Alaskan libraries.  
Executive Officer – Ongoing

**Action:** Work with the Alaska State Library to identify new library staff in Alaskan libraries and make personal contact to welcome them and encourage their membership in AkLA. Membership Committee Chair - Ongoing

**Action:** Assist the State Library in providing training for library directors without an MLS. Ongoing

**Action:** Work with the State Library to provide stipends to paraprofessionals to attend AkLA conference. Include in budget – Annually

**Action:** Continue to support AkLA scholarship for MLS and certified school librarian programs. Scholarship committee - Annually

**Action:** Create mentoring situations for emerging and/or inexperienced library staff.

- E-Survey chapters/members on current informal mentoring for AkLA officers, committee chairs, and new members. CE Committee – 2009
- Compile and analyze data and determine further mentoring needs. 2010
- Develop an AKLA leadership mentoring program. 2011

**Goal 4: By 2013, AkLA will assess the continuing education and training needs of all its members and address those needs through a variety of delivery methods.**

**Action:** survey membership to determine current training needs. Use Regonline to survey and generate report on training needs. Add survey to Continuing Ed page on [www.akla.org](http://www.akla.org).

**Action:** AkLA will provide at least one annual continuing education event held outside of conference time and that, if possible, this event will be replicated in different parts of the state. Research possibility of using web cast for CE. – WHO – DATE?

**Action:** Continue to plan and implement paraprofessional and technical support staff training programs. – CE Committee – Ongoing

**Action:** Continue to publicize PNLA Leadership Institutes to all library staff and provide some financial support to the Leadership Institute. Encourage mentor involvement. – Ecouncil – Bi-annually

**Action:** Provide continuing education opportunities with credit for school librarians. – CE Committee and AkASL – Ongoing

**Action:** Encourage roundtables to use Distance education technology, web 2.0, email and online communities, as well as their annual meeting at conferences, for communications and meetings. – HOW – DATE?

**Action:** Action: Encourage committees to meet outside of conference using OPAL, email, and online communities. – HOW – DATE?

**Action:** Request committees to prepare poster sessions for conference. – President  
– Annually by January

### **ASK HELEN HILL FOR UPDATE OF GOAL 5**

**Goal 5: By 2008, AkLA will provide a vibrant and effective public relations program that:**

- **promotes the services and programs of all types of libraries and the library profession itself; and**
- **emphasizes the benefits of full-time qualified librarians in school, public, academic, and special libraries; and**
- **educates and enlightens Alaskans on the role of librarians and the value of libraries in their daily lives; and**
- **educates officials on the role of librarians and the value of libraries.**

**Action:** Develop PR materials that succinctly articulate what librarians do to safeguard intellectual freedom, privacy, and access to government information and distribute them in a variety of formats.

- a. Apply for funding for display case, ALA's CD of PR templates, printing of brochures, membership packets and other publicity materials – Ann – 2006
- b. Purchase materials when funds are available – Mary Jennings – Ongoing
- c. Inform members that PR can be created for them using templates – Mary Jennings – March 2006

**Action:** Continue to promote and provide speakers to school administrators' meetings.

**Action:** Continue to share information with school administrators to increase their understanding of the benefit of library media centers.

**Action:** Promote membership in the Association (incentive for first time membership, more comprehensive program of encouragement for members to promote; provide other incentives) ARE WE PROVIDING INCENTIVES?

**Action:** Develop and distribute welcome wagon packet. – WHO? WHEN?

**Action:** Create a brochure promoting Alaskan libraries which includes Alaska based statistics –Lynn Shepherd and Mary Jennings – ASAP

**Action:** Work with the Alaska State Library to develop information about the value of libraries.

- disseminate information to membership
- post on website,
- provide links to statistics information.

**Action:** Purchase ALA CD with templates so that Executive Officer can develop materials with a local twist for members. – Budget/grant – January 2006

*DRAFT of Revisions:*

*Partially updated from minutes of the E-Council meeting September 27-28, 2008*