Mission:

The Missouri Library Association exists to support, advocate for, and connect libraries and those who work in and guide them.

Vision:

The Missouri Library Association strongly supports all Missouri libraries, trustees and those who work in them through innovative and timely educational development, meaningful engagement, and responsive advocacy at all levels so that communities are provided with outstanding library service that is consistent with the values of librarianship.

Values:

As an affiliate chapter of ALA, we support and uphold their <u>Core Values of Librarianship</u>.

Strategic Plan 2019-2023:

Goals:

1. Provide innovative and timely educational development
2. Create opportunities for meaningful networking
3. Train supporters to ensure responsive advocacy
4. Strengthen the association's infrastructure for organizational success

Goal 1: Provide members with innovative and timely educational development at both annual conference and throughout the year.

Objective 1a: Plan and deliver an annual conference that provides members with educational, networking and social events.

Strategies:
1. Focus the Annual Conference on timely and relevant topics.
   a. Engage Committees and CIs in solicitation and selection of conference programs.
   b. Provide Committees and CIs with an opportunity to independently create a conference program.
2. Ensure balance and diversity in conference programming.

. Offer programming for people at all levels of their career/management/leadership.
   a. Offer programming that is relevant to all types of libraries.
3. Develop mechanisms to increase communication to learn about speakers, and pursue speakers known to be of high quality.
4. Explore opportunities for virtual conference attendance.
5. Increase vendor attendance to provide increased awareness of products and services available to libraries.

Measurement Indicators:
- Conference evaluations. There should be questions about sessions as well as about the overall conference, including an evaluation of topics as well as speakers.
- Require conference program selection committee to submit an analysis of balance of sessions.
- Increased attendance in comparison to that location's previous attendance.
- Increase vendor attendance while retaining previous participants.

Objective 1b: Provide a platform and opportunities for members to participate in continuing education throughout the year.

Strategies:
1. Create an assessment of the educational needs of members.
2. Development the Continuing Education Committee.
3. Announce upcoming educational opportunities several months in advance and publicize well through all communication platforms.
4. Develop educational courses, virtual and in-person.
5. Explore the possibility of asking the top three rated programs from conference to provide the training at other locations in the state.
   a. Complete an analysis of which geographic areas did not attend conference to determine where these sessions might be well attended.
6. Pursue a partnership with the State library for a summer/winter training institute where there is balance and diversity of sessions for all library types and library employees and trustees.
7. Partner with other organizations to sponsor more intensive professional development opportunities.

Measurement Indicators:

- Conduct at least 2 CE opportunities per year outside of conference.
- Evaluate attendance at events.
- Review evaluation of sessions.

Goal 2: Provide opportunities for meaningful engagement with the association.

Objective 2a: Membership should include individuals from a broad range of backgrounds, library types and library job types actively engaged in MLA.

Strategies:

1. Engage in active recruitment by all members of the association.
2. Provide a consistent onboarding process for new members so they quickly become involved in committees, CIs, conference, and other opportunities in the association.
3. Seek funding to offer scholarships to library students or first time conference attendees.
4. Stagger annual conference recruitment times for different Committees and CIs to meet so individuals interested in more than one can attend.
5. Pursue a diversity focused community of interest; recruit and appoint a chair to help create CI.
6. Explore the need for an allied professionals CI to mirror the work of ALA-Allied Professional Association.
7. Involve award recipients in an active role in the association.
   a. Follow up with letter thanking them, valuing their work, invitation to a quarterly conference call, membership committee could help them identify their place in the organization.
8. Support the ALA Emerging Leaders program by sponsoring a member.
9. Explain the organization to members by presenting an org chart posted at conference and highlight paths to involvement; all officers should be badged at conference for easy identification and will be approachable to hear ideas and concerns.
10. Increase chair involvement with executive board and with their committee/CI members through advanced planning of goals and outcomes.
11. Investigate whether MLA could have lifetime memberships.

Measurement Indicators:

- Increased membership.
- More individuals actively participating in MLA activities.
  - What percentage of membership are actively involved in leadership, attendance at events, % of attendees,

demographic stats, age, jobs, non-MLA members, that are ALA members.
- More opportunities for members to have meaningful volunteer activities.
- Increased attendance at conference, meetings.
- Attendance at annual meeting during conference should be 25% of non-vendor attendees.
  - Annual meeting should be a no conflict time at annual conference.

Objective 2b: Networking opportunities

Strategies:

1. Emphasize volunteer opportunities for students and new professionals to get them involved locally.
2. Increase awareness of and timing of new member activities.
3. Provide meet and greet networking sessions in all regions of the state at least annually.
4. Conduct structured Membership Committee Meet and Greets to emphasize the value received from membership.
   i. Task Community of Interests to have annual in-person meetups.
   ii. Continue annual events held by MACRL, YSCI with the unconference and TSCI with their annual exchanges.
5. Develop structured networking opportunities at annual conference
6. Teach members "How to network."
7. Expand formal mentoring opportunities.
8. Create meaningful volunteer opportunities so that individuals can have an opportunity to meet and work together on a project. Consider taking on a social service project at some point of each conference.

Measurement Indicators:
- Attendance at annual session of "How to Network."
- Increased participation in CIs and COIs.
- Increased participation in networking opportunities both at conference and regional sessions.
- Positive evaluations of mentoring experiences.

Goal 3: Engage the library community through programs and communication to foster responsive advocacy for libraries.

Objective 3a: Members will be given opportunities and training to advocate for libraries at Missouri Library Advocacy Day and National Library Legislative Day and all through the year.

Strategies:

1. Survey members to seek hesitations for attending Library Advocacy Day.
2. Conduct sessions annually, either at each conference or conducted throughout the state teaching Library staff and trustees how to advocate for various library types/constituencies.
   i. Task the Legislative committee to create and organize training.
3. Create a plan that would allow larger libraries to run the smaller libraries so smaller libraries can attend Library Advocacy day.
4. Promote National Library Snapshot Day.
5. Fund scholarships to pay part of attendees' expenses to National Library Legislative Day.
6. Provide a video before Advocacy day and link from website.
   a. Task Marketing Committee to create this.

Measurement Indicators:
- Increased attendance at MLA Library Advocacy Day.
- Increased participation of libraries in National Library Snapshot day.
- Increased attendance at National Library Legislative Day.

Objective 3b: Members will understand how and when they need to engage their legislators.

Strategies:

1. Provide education to supporters of libraries on when they should reach out to MLA.
2. Discussion with state Legislative and federal Congressional offices that libraries can be used for town hall meetings.
3. Inform membership of strategies for engaging with representatives during recesses and work at developing a relationship.
4. Support and promote ALA Engage.
5. Charge legislative committee with developing mechanisms for tracking engagement with advocacy and legislator interactions. (suggestions: survey, social media badge, conference ribbon, etc.)

Measurement Indicators:

- Reports of meetings with legislators outside of Advocacy Day.
- Others TBD based on mechanisms established by Legislative Committee.

Goal 4: Strengthen infrastructure elements to improve membership experience of the association.

Objective 4a: Develop and maintain a streamlined and easy to use website.

Strategies:
1. Improve website functionality as a communication and engagement tool.
2. Explore opportunities for maintenance and platform support.
3. Create a style guide for information presentation.
4. Establish standards for website content updates.

Measurement Indicators:

- Website is up to date and accurate.
- Ease of use, usage testing.

Objective 4b: Analyze communication to determine which techniques are preferred by the association's members and if there are some to discontinue or create.

Strategies:
1. Survey membership and review current methods of communication.
   a. MoInfo
   b. Listserv
   c. Social media
2. Conduct information sessions around the state to increase communication and to listen to suggestions from members (virtual and in person.)

Measurement Indicators:
- Response to survey.
- Attendance at information sessions.

Objective 4c: Infrastructure Improvements

Strategies:
1. Explore Membership cycle/term.

2. Consider changing membership and leadership cycles to October 15-October 14.
3. Analyze Costs and fees to increase ensure the value of membership outweighs attending events as a non-member.
4. Train new Board, CI, and committee leadership.
     a. Develop clear, written expectations for Board, CI, and committee leaders.
     b. Develop strong transitions in October for CI and Committee leadership.
5. Review leadership terms and succession plans for CIs and committees.
6. Propose leadership succession be added to Committees.
7. Create a goal setting system for Communities of Interest and Committees to provide direction for their unit (similar to ACRL but modified.)
     a. Provide goal setting form and budget request form well in advance of annual meetings in October - provide guidance that next year's chair should be the contact on both (if known) - require that it be turned in in order to make a budget request (November 1 deadline.)
     b. Provide these goals on the website at least in brief form and have a board liaison to each CI/Committee to follow up on goals and hold individual groups accountable.
8. Establish strategies for distribution of endowment funds.
9. Create membership survey for evaluation of organization year over year.
10. Pursue bylaws change to make CIC Chair a voting member of the board.

Measurement Indicators:
- Increased and sustained volunteerism.
- Increased general membership engagement.
- Improving scores on membership survey.
- Attendance at training of new CI and Committee chairs increases.