

**Wyoming Library Association
Strategic Plan [draft]
2006-2009**

Vision of the Wyoming Library Association:

The educational, cultural, and economic conditions of the State will be advanced through greater use of libraries and an enhanced awareness of the vital role libraries fulfill in society.

Mission of the Wyoming Library Association:

To provide leadership and to serve as a collective voice and advocate for advancement of Wyoming libraries, to educate the library community and users about contemporary library services, issues and technology, to provide members with a network for interaction on professional and social levels, and to promote the profession of librarianship and participation of Wyoming libraries in regional, national and global library arenas.

Purpose of the Wyoming Library Association:

To promote library service in Wyoming;
To promote the profession of librarianship in Wyoming;
To promote the continued improvement of Wyoming libraries;
To support Wyoming librarians in their professional roles;
To promote the participation of Wyoming librarians and libraries in regional, national and global library arenas.

Strategic Initiatives of this Plan:

1. Professional Development (Advocacy)
2. Participation
3. Legislative Initiatives
4. Diversity (not a “Big Rock” but an important concept)

(1) Professional Development (Advocacy) Goals:

- Goal: Work towards mid-year conference to promote a common theme among participants with time for separate section development
 - How:
 - Who:
 - Time: April 20 – 21, 2007
- Goal: Determine mechanism for board orientation
 - How: Develop mechanism for board orientation
 - Who: Mentoring Committee
 - Time: Prior to 2007 conference ; midsummer 2007

- Goal: Promotion of personal professional standards (must be created)
 - How:
 - Who:
 - Time: after April 2007

- Goal: Negotiation assistance with Director/Board/Commissioners (using an independent advocate)
 - How:
 - Who:
 - Time: 2009

- Goal: Ensure all committees are vital and relevant
 - How: President will send a charge to all committee chairs to determine the committee's relevancy, if they are still vital, what their vision is, suggestions, how to fully participate, etc.
 - Revisit/revise/create goals, mission, vision, best practices, and by-laws
 - Operating to the benefit of their established goals?
 - Why do they exist and should they?
 - What are best practices and how are these promoted?
 - Determine professional needs of each section (survey)
 - Identify activities of section
 - Who: Ara Anderson, president
 - Time: April 15, 2007

- Goal: Ensure all sections are vital and relevant
 - How: President will send a charge to all section chairs to determine the section's relevancy, if they are still vital, what their vision is, suggestions, how to fully participate, etc.
 - Revisit/revise/create goals, mission, vision, best practices, and by-laws
 - Is the section operating to the benefit of their established goals?
 - Why does the section exist and should it continue?
 - What are best practices and how are these promoted?
 - Determine professional needs of each section (survey)
 - Identify activities of section
 - Who: Ara Anderson, WLA president
 - Time: April 15, 2007

(2) Participation

- Goal: Gather data to better understand the Wyoming library workforce [Wyoming Library Work Force Study]
 - How: This is a comprehensive work force study that includes all members and non-members. Process: develop, fund, administer, analyze, disseminate, create action plan
 - Who: Membership Committee with the assistance of the State Library
 - Time: by September 2009

- Goal: Take ownership of the Wyoming Library Leadership Institute
 - How: Mentoring Committee will be charged with the leadership institute. Funding of WLLI by WLA, possibly using LSTA funds.
 - Who: Mentoring Committee
 - Time: by September 2008

- Goal: Evaluate the WLLI program
 - How: Evaluate the program to look at ways to expand it to encompass board orientation and other needs of WLA
 - Who: Mentoring Committee
 - Time: 2008

- Goal: Increase communication to membership.
 - How: Podcasts, e-mails and other for better and more personal communications. An individual piece going out to directors asking them to bring their staff to conference and to join sections. Need to have WLA President at directors retreat, to be an advocate for the association.
 - Who: Communications Committee and Executive Board
 - Time: on-going

- Goal: Growing Leaders
 - How: Identify WLLI graduates and bring them into the membership
 - Who: Membership & Mentoring Committees work with Nominating Committee and sections
 - Time: by June 2007, and on-going

- Goal: Mentoring of chair-elects
 - How:
 - Who: section chairs with assistance of Mentoring Committee
 - Time: on-going

- Goal: Mentoring of incoming members
 - How: Work pro-actively to get new members involved with a personal touch. Draw from the energy and enthusiasm of the leadership institute
 - Who: President and Vice President, Executive Board
 - Time: on-going

- Goal: Director's support involvement of their staff
 - How: [provide incentives or financial assistance?]
 - Who:
 - Time:

- Goal: Other sources of funding to encourage WLA participation
 - How: WLA giving some incentives
 - Who: Membership Committee
 - Time: Summer 2008

- Goal: Mid-year ½ day conference inclusive with breakouts
 - How:
 - Who:
 - Time:

(3) Legislative Initiatives

- Goal: Understand the “why”, define the position, speak with one voice, have the tools and skills to communicate and persuade (WLA members)
 - How:
 - Who: WLA general membership, with leadership from WLA President and Legislative Committee chair
 - Time: on-going
- Goal: Support implementation of library endowment bill
 - How: Appoint ad hoc committee with the responsibility of mentoring the progress of the legislation, and providing the membership with regular updates on the status of that bill
 - Who: WLA President and Legislative Committee chair
 - Time: 2007-2008
- Goal: Legislative committee being more diverse according to by-laws
 - How: Diversify committee by encouraging members from various types of libraries and library backgrounds to be on the committee
 - Who: WLA President and Legislative Committee chair
 - Time: 2007-2008
- Goal: Bill for earmarked monies for increased library wages/salaries
 - How: Support workforce survey to advocate money for salaries/wages for library workers
 - Who:
 - Time: 2008-2009
- Goal: Advocate library districting
 - How:
 - Who: WLA Legislative Committee and general membership
 - Time: 2008-2009