MARYLAND LIBRARY ASSOCIATION

MISSION STATEMENT

The Maryland Library Association

- Advocates for the improvement and support of the Association and libraries,
- Provides and promotes opportunities for personal and professional growth,
- Provides and develops leadership in the library community,
- Promotes equal access to information.

VISION STATEMENT

The Maryland Library Association is the leading advocate for the Maryland library community.

To fulfill its mission, the Maryland Library Association

- Recognizes and plans for the rapidly changing environment in which diverse libraries and the Association operate,
- Regularly reviews its goals, objectives and strategies by maintaining a strategic planning cycle of not more than three years with regular interim reviews,
- Advocates and publicly promotes the successes and value of diverse libraries to legislators, governing bodies, trustees, and the general public,
- Develops and sustains a strong, vital and diverse membership through effective marketing and by providing outstanding value to its members,
- Provides quality, relevant and accessible education and development opportunities for its diverse and geographically scattered members,
- Proactively adopts appropriate current technologies in support of its members and programs,
- Provides leadership education and experience and networking opportunities for its members,
- Partners with other organizations in our communities to further mutual goals,
- Actively pursues innovative sources of funding to provide outstanding value to its members,
- Proactively addresses vital library issues, including issues of equality of access and freedom of speech.

INTRODUCTION

Both an Executive Board survey and a membership survey were conducted to help the Taskforce create this new plan. The feedback has been organized into useful documents for MLA units to access as they create their annual strategy plans.

The intent was to not include "business as usual" but to move the organization forward based on the needs of its members. Also, the Taskforce wanted to have goals and objectives that would be for all the Divisions, Interest Groups and other units serving the membership.

Additionally, Lucy Holman and her University of Baltimore students conducted a survey and focus groups to gather feedback from MLA members regarding the MLA website prior to a new website being created. The feedback was also useful to the Strategic Planning Taskforce. We are grateful to Lucy and her students for the work they conducted and the useful reports they generated and shared.

This plan was created and proposed by the
FY2014 MLA Strategic Planning Taskforce

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GOAL 1 - TRAINING

What the members told us: Training was the number one goal in the survey with Education as the top MLA service. Members asked for more accessible programs. Two frequent suggestions were to provide more online opportunities and more regional face-to-face training opportunities.

> **Goal statement: MLA provides opportunities to learn and grow**
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> Objective 1: By June 30, 2015 MLA will develop models and provide training for all MLA units to deliver virtual educational opportunities and conduct meetings.
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> Objective 2: By June 30, 2016 every division will offer a minimum of one virtual educational opportunity.
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> Objective 3: By June 30, 2017 and every following year every division will offer a minimum of two virtual educational opportunities per year.
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> Objective 4: Annually MLA divisions will offer programs in 2 or more regions.

GOAL 2 - ADVOCACY

What the members told us: Advocacy means different things to different people. Throughout the discussion of advocacy was the stated need for improved communication and continued support of members and libraries. Marketing, publicity, and branding were discussed in addition to the need for an improved website and push to continue with social media.

> **Goal statement: MLA empowers members to communicate the value of libraries.**
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> Objective 1: By June 30, 2015 MLA will have a unified communication plan, which includes the redesign of the MLA web site.
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> Objective 2: By June 30, 2016 MLA will see an increase of traffic and satisfaction with MLA website and other MLA social media sites.
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> Objective 3: By June 30, 2016 unit members will be updating their content on the MLA web site.

GOAL 3 - LEADERSHIP

What the members and Division leaders told us: There is a great concern that not enough people are available to be unit members or chairs, along with the ongoing need for succession planning and for individuals' personal growth.   The Taskforce created objectives to work to train and empower individuals to get involved in MLA and also ensure that members and prospective members know about the opportunities and need for people to assist in particular areas.

Goal statement: MLA grows leaders.

Objective 1: Annually the Leadership Development Division with other units will coordinate a leadership orientation for potential new MLA candidates.

Objective 2: By June 30, 2016 MLA members or prospective new members participation on taskforces, projects, divisions or interest groups will increase as a result of recruitment through multiple channels.

GOAL 4 - NETWORKING

What the members told us: they would like more "meet and greet" opportunities. Suggestions included holding networking events in non-library locations, and alternate days and time, including weekends.

This group also discussed creating online discussion groups through social media at some point and how units might include more networking time during regularly held meetings and programs. The need for face-to-face networking seemed the strongest.

Goal statement: MLA fosters relationships and connections.

Objective 1: Annually each MLA unit will hold a networking event and look for opportunities to include other units or outside organizations.

Objective 2: Annually MLA units will broaden networking time during meetings and programs and/or create online discussion groups.