

## Special Populations Issues & Interests Group Goals 2013-2014

**Mission:** The Special Populations Issues & Interests Group addresses the needs of special populations through the training and mentoring of Colorado library staff.

**Vision:** Colorado's libraries are where special populations seek out resources and diverse communities come together.

**Goal #1 Marketing**                      Increase libraries' and outside agencies' awareness of the resources SPIIG makes available for supporting services to Special Populations.

**OUTCOME:** Colorado librarians will seek the interest group as a source of information regarding special populations.

**Objectives:**

Increase our collaboration with outside agencies in preparation for a 2014 Diversity Fair

1. Host information events for library staff that focus on serving specific populations
2. Develop a marketing plan.
  - a. Post at least once per month on social media as a tool to increase awareness of the importance of diversity.
  - b. Empower members of SPIIG to help increase involvement.
3. Increase visibility within CAL
  - a. Co-chairs shall represent SPIIG at board meetings.
  - b. SPIIG will propose a 75 minute "preconference" session at the 2013 CAL to include a 60 minute panel discussion.

**Goal #2 Training and Resources**                      Offer resources that increase Colorado libraries' awareness of and responsiveness to diverse community needs.

**OUTCOME:** Colorado libraries will improve responsiveness to the needs of diverse communities' unique needs.

**Objectives:**

1. Increase awareness of existing materials and resources; track website hits, conduct periodic surveys.
2. Conduct a minimum of 3 workshops annually for library staff available to those outside of the metro area or whose schedules will not allow real time attendance through recorded webinar software.

**Goal #3 Mentoring**                      Offer opportunities for Colorado library workers and MLS students to consult experts

**OUTCOME:** Colorado library workers will indicate usefulness of Special Populations experts for advice and mentoring.

**Objectives:**

1. Rebrand and market mentor pairs to match and coach 5 mentor pairs per year.
2. Expand committee membership as experiential learning opportunity.
3. Create more connections to library school students.
4. Improve online list of experts for interactivity so that library staff can easily access and add to the list.

**Goal #4 Fundraising** Obtain LISTA Grant to fund a 2014 Diversity Fair

**Outcome:** SPIIG will obtain the funds to present a Diversity Fair to the Colorado Library Community

**Objectives:**

1. Work with Jean Heilig at the Colorado State Library to learn about grant and apply if appropriate.