

DeEtta Jones

NEXT GENERATION  
LEADERSHIP

mia

Strategic Planning Proposal

# 2020's Call to Action...

## COVID-19

The global pandemic is prompting various organizations to reconsider their physical spaces. Collaborative and co-working spaces may no longer be ideal. This is a change that could have long-lasting implications for libraries.



## ROI of ASSOCIATIONS

Our scholarly communities remain strong but in the midst of great change, they require a clear path forward to retain membership and effectiveness as professional development budgets are limited. Associations must innovate to prove their worth.

## RACIAL EQUITY MOVES VALUES TO ACTION

Employees have an increased desire for clear messaging and opportunity to gain skills that reflect espoused organizational values, particularly related to diversity, inclusion and equity, in the face of increasing political scrutiny.



*...the time is now.*

# MLA's Opportunity

Now is *exactly* the right time to focus on strategy. The level of disruption that exists in all realms, impacting libraries' and associations' services, funding, and priorities is an opportunity to step forward. Through continuing your intentionally designed and facilitated strategic planning process, MLA has the ability to:

- Build upon a strong legacy of collaboration
- Leverage new leadership
- Create a path forward in the midst of an uncertainty-filled environment
- Meaningfully engage colleagues across diverse organizations who are looking ways to come together and demonstrate shared values

# Uniquely MLA

**MLA's mission is to support, preserve, and enhance equitable access to the world's musical heritage.**

To achieve this mission, we:

- provide an inclusive forum for music information professionals and other scholars and researchers;
- provide leadership for the collection and preservation of music of all kinds and information about music in libraries and archives;
- develop and deliver programs that promote continuing education and professional development for information professionals who work with music materials and provide or support access to music research;
- ensure and enhance intellectual access to music for all by contributing to the development and revision of national and international standards and vocabularies for the description, organization, and retrieval of music information;
- facilitate best practices for housing, preserving, and lowering barriers to access to music materials;
- promote legislation that strengthens universal access to music and music library services;
- foster information literacy and lifelong learning by promoting music reference services, information literacy instruction, and publications; and
- collaborate with other groups in the music and technology industries, government, and librarianship, to promote our mission and values.

## Partnering with DJA you will:

- ✓ Create an intentionally inclusive strategic planning process to allow for equitable contributions for all
- ✓ Take a systematic approach to align MLA's goals, infrastructure, and cultural aspects of the organization
- ✓ Build capacity within MLA
- ✓ Create effective, custom, and agile solutions to transform culture
- ✓ Prioritize inclusivity, equity, and diversity throughout the strategic plan

# Strategic Planning 5 Step Process

Step 1: Establish Structure	Step 2: Environmental Scan	Step 3: Shared Values	Step 4: Strategic Directions and Change Agenda	Step 5: Strategic Plan
MLA’s Taskforce ran 30 focus groups to ensures broad membership engagement and process transparency.	MLA’s Taskforce conducted environmental and organization assessment using focus groups and create a SWOT to help communicate with stakeholders and clarifies priorities.	Facilitate activities that engage members in surfacing shared values, aligning them with organizational priorities and activation practices.	Facilitate development of change agenda, and identification of strategic directions that will advance the organization toward vision.	Create objectives, goals and measures. Draft activation plan that enables implementation and ongoing communication.
		July–Sept	Sept–Dec	Jan–Feb
Establish Scope, Structure and Team		Articulating and Integrating Values	Change Agenda and Strategic Directions	Strategic Plan and Activation
Environmental Scan and Priorities				

# Services and Fees

## Strategic Planning

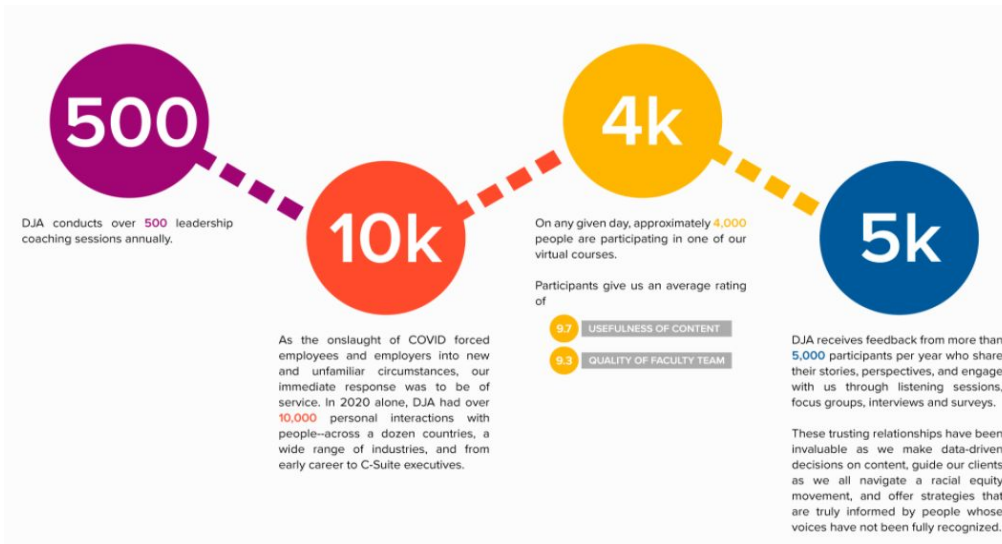
Design and implementation of customized completion of an ongoing strategic planning process, including:

- Articulate Shared Values and Position them to Drive Activation
  - 2-3 open meetings with membership to define shared values, accompanied by expert analysis and guidance
- Create Change Agenda and Refine Goal Areas
  - Half-day retreat with the Board
  - Review of existing draft and refinement of goals areas and objectives
- Produce Strategic Plan
  - In collaboration with Board and Planning Committee
- Draft Activation Plan that Reflects Agile Design
  - Reflecting best practices and short feedback loops

Fee: \$36,000

# About DJA

DeEtta Jones and Associates (DJA) is a U.S.-based minority and woman-owned business founded in 2005. Our core team members are based in 3 countries, and we have broad partnership that allow us to match expertise with client-specific goals.



certified  
**WBENC**  
WOMEN'S BUSINESS ENTERPRISE

We are a leading force in shaping contemporary thinking and practice around integrated and sustainable approaches to leadership development, executive coaching, Equity, Diversity, and Inclusion (EDI) and organizational effectiveness.



DeEtta Jones  
Founder & CEO



Florida State  
Minority Supplier  
Development Council



# Meet Our Team



Maggie Cousin  
VP Strategy & Consulting



Tyler Dzuba,  
VP Learning & Development



Sarah Segura  
Client Services Specialist



Molly McInerney  
Senior Consultant



Devin Wallace-Williams  
Senior Consultant



Dana Mariani-Lada  
Project Manager



Ali Smith  
Project Manager



Lexi Seals  
Program Administrator

DJA's team represents a variety of cultural and professional backgrounds including libraries, higher education, not-for-profits and government. Subject matter expertise include strategy, assessment, innovation, equity, diversity and inclusion, and change management.



# Some of our Clients

