

MLA STRATEGIC PLAN 2011 ACTION PLAN FOR 2015

The following Action Plan was adopted by the MLA Board at its February 2015 meeting. It contains only new initiatives; Action Plans from 2013 and 2014 have been reviewed – much was accomplished, some items are still in progress while others have developed new direction(s), and a few initiatives seem to have been tabled, awaiting better technology, times, or talents. (Echoes of some of these initiatives may be incorporated into the new proposals below.) These past initiatives will be included in an overview and summary of MLA's strategic planning to date, which will appear in an upcoming issue of the *MLA Newsletter*.

The 2015 Action Plan is subject to ongoing review and assessment by the Board. The processes should culminate in the MLA Annual Meeting in Cincinnati 2016, with a subsequent (annual) Action Plan. The timeframe for this action plan was changed from previous action plan patterns in order to more closely align with the actual work cycles of the Association.

Previous years' actions plans were developed by an Implementation Task Force of the Board; the Task Force derived initiatives from the strategic planning documents themselves. This year we are attempting to identify initiatives in conjunction and coordination with goals established by MLA Committees, Special Officers, and other administrative bodies that submitted Annual Reports. (All members required to submit annual reports covering the last fiscal year were requested to include strategic goals for the coming fiscal year.) 2015 Actions were developed where ideas from individual officers or groups contained overlaps, similarities, or adjacencies; these strategic actions cannot be accomplished by a single authority within the Administrative Structure, and thus need Board-level support and oversight.

The plan continues to use the Goal Areas and Objectives found in the MLA Strategic Plan 2011.

2015 Action: Create an Advocacy Forum

In the new MLA Newsletter Editor's job announcement, the call stressed a goal of transforming the Newsletter. Have the new Editor, working with the Web Committee and the Publicity and Outreach Officer, consider the implementation of an Advocacy Forum, where individual members and various MLA groups can highlight their efforts as well as identify issues needing attention.

Goal Area: ADVOCACY

Goal statement: MLA promotes and supports the equitable and ethical use of music in learning, it participates in the evolution of scholarly communication, and its official positions on these issues are widely known and influential.

Objective 2: Enable and encourage members' individual advocacy efforts.

Goal Area: TECHNOLOGY

Goal statement: MLA makes effective use of technology to achieve its mission.

2015 Action: Initiate an internal Archival network

A number of the chapters report a focus on chapter archives: digitization work, identifying a regional repository, renewing Oral History interviews, etc. Under the leadership of the MLA Archivist, with assistance from the Archives Committee, the Web Committee, the Planning Officer, and the Chapter Chairs, begin to build a mechanism for documenting and distributing best practices, project descriptions and updates, available/shared resources, and especially tools for communication and education. Encourage those working within chapters that are taking on these responsibilities to plug in to this network, reach out regularly, and share with each other what they are learning and accomplishing.

Goal Area: TECHNOLOGY

Goal statement: MLA makes effective use of technology to achieve its mission.

2015 Action: Expand Membership opportunities at all levels of the Association.

The Membership Committee is doing some excellent work, and has identified two important objectives for the next year: to increase outreach efforts to underrepresented individuals and underrepresented organizations. Outreach and Membership are two areas that are also frequently cited as areas for action by MLA Chapters. Have the Membership Committee work with the Chapter Chairs and the Publicity and Outreach Officer to develop models that can be documented and then offered across every chapter - models that can support local outreach efforts with national resources (intellectual as much as financial); create ongoing membership opportunities for the results of successful outreach efforts. Possibilities include greater engagement with Library Schools, exploring new membership options that would allow

practitioners to benefit from MLA content (such as workshops, publications, streaming video from the conference) without necessarily making the commitment of full membership, and outreach to other library organizations by taking successful MLA programs and workshops “on the road.”

Goal Area: MEMBERSHIP

focus: OUTREACH

Goal statement: Membership in MLA is valued by and beneficial to a broad range of organizations and individuals, and membership reflects the broad diversity of musics and populations we serve.

Objective 2: Increase outreach efforts to organizations that are underrepresented, including those whose holdings reflect many types of music.

2015 Action: Promote MLA Leadership in the Profession

An important goal for the Bibliographic Control Committee (now the Cataloging and Metadata Committee) for 2015 is to “Implement a new organizational structure for BCC.” BCC (now CMC) is a very active arm of MLA, deeply involved in the issues of the profession, and often taking a leadership role in discussions of music description and access. As these issues evolve, it is only natural that the organization of CMC needs to evolve to continue to address new areas, or traditional areas in new ways. Commission at least two articles about the BCC/CMC, one for an external audience, and one for primarily an MLA audience.

The external audience article should be a generalist essay about the accomplishments of CMC and its members, showcasing the success of investing in sophisticated subject specialist knowledge and the importance of how sharing that knowledge in leadership spaces results in better practices. Shop such an article around to multiple outlets to find the right forum (e.g. American Libraries, Library Journal, Chronicle of Higher Ed)

The MLA audience article might be a one-shot in the Newsletter, or could be more of an ongoing blog-based forum. The purpose would be to expose the current issues and work of the CMC, particularly as it investigates and implements a new structure. This is an opportunity for transparency and the inculcation of a spirit of public reflection about improving ourselves, which might ideally model a behavior that needs to be encouraged throughout the Association.

Volunteer authors should be sought. Volunteers may be vetted by selected members of BCC and the Planning Committee of the Board, perhaps with input from some members of the Publications Committee.

Goal Area: VALUE OF THE PROFESSION

focus: PUBLICATIONS

Goal statement: MLA's activities are relevant to current issues in librarianship and music, and non-members understand the mission and goals of the Association.

Objective 1: Increase the visibility of MLA among library and music organizations, individual scholars, musicians and librarians.

2015 Action: Convey the MLA Conference evolution process to all members.

Aspects of conference planning can be years in the making. It can be difficult to recall the reasons for decisions made, when there have been several conferences between the time the decision was made and when the conference is offered. Yet the conference is often cited by members as the core value of MLA membership, and is certainly the biggest segment of our budget.

The Planning Committee, working with the Convention Managers, the Program Committee, and the Web Manager, should determine what existing documents should be brought together, what actions (both past action taken and future action intended) should be summarized, and how best to display this ongoing process in a unified and comprehensible manner.

A proposal for ongoing updates and overall maintenance of the process will be crucial, since this work will cross many areas of responsibility and span beyond the timeframes of individual appointments.

Goal Area: ORGANIZATIONAL EXCELLENCE

focus: CONVENTION

Goal statement: MLA's operations are efficient, effective and transparent.