

MLA STRATEGIC PLAN 2011-2020

ACTION PLAN FOR FY2017-2018

The following Action Plan was adopted by the MLA Board of Directors after its May 2017 meeting in Middleton, Wisconsin. It contains initiatives carried over from last year, as well as new initiatives. The Strategic Action Plan for 2016-17 was reviewed. Some of the actions were accomplished, some items are still in progress, others have developed new direction(s), and a few initiatives seem to have been tabled, awaiting better technology, times, or talents.

The FY2017-2018 Strategic Action Plan is subject to ongoing review and assessment by the Board. The processes should culminate at the Spring Board Meeting in 2018, with a subsequent (annual) Action Plan. The FY2017-2018 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.

FY2017-2018 Action: Convey the MLA Conference evolution process to all members.

This action has been carried over from the 2016-2017 Action plan.

Aspects of convention 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 impacted annual meeting is offered. Yet our 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.

FY2017-2018 Action: Expand Membership opportunities at all levels of the Association.

This action has been carried over from the 2016-2017 Action plan.

The Membership Committee had 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.”

We strongly encourage the Membership Committee to implement their outreach framework to actionable results, including assessment and a report.

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.

As demonstrated by Annual Reports of numerous chapters these goals have been conveyed to the chapter level and members are reaching out to targeted parties in an effort to reach underrepresented populations.

We recommend that the Membership Committee devise a message that welcomes new members to the association, perhaps offering them an appropriate mentor in the profession and/or reduced registration in return for assistance at the Annual Meeting.

We recommend that the Membership Committee investigate the option of a “virtual” membership. This should include determining whether virtual members could serve on committees and which benefits virtual members would receive (such as access to streams and online recordings of conference sessions, access to *Notes* and the *MLA Newsletter*, and the online membership directory).

We recommend that the Membership Committee investigate the option of a membership category for people in first three years of membership. This perk already exists for conference registration for people in first five years of membership, so perhaps that should extend that to membership level.

FY2017-2018 Action: Strengthen MLA’s Oral History Archives.

This action has been carried over from the 2016-17 Action plan.

We strongly recommend the Oral History Committee make budgetary requests to expedite the process to create accessible audio, video and transcript files.

We recommend that members of the OH Committee identify specific persons of advanced age or service to MLA that need their stories told and archived. Travel by members of the committee to record histories may be necessary and budgetary requests should be made to cover this effort.

Oral History Committee members must be more proactive in identifying potential interviewees and work directly with local MLA Chapters to archive their stories in a timely manner. Retroactive interviews that are currently located at the MLA Archives should be made available

in either audio or transcript form to the membership and general public.
Strong encouragement is suggested between the committee and the new position of OA Editor to disseminate retrospective and upcoming oral histories via the new OA platform.

Goal Area: Value to the Profession

Goal Area: Technology

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

Objective 2: Provide systems that support collaboration among members and that permit direct and timely publication of approved content to the web.

FY2017-2018 Action: Create a pool of MLA experts who would be available for webinars and presentations outside of the organization.

The Planning Committee discussed identifying a pool of MLA experts including presenters as part of the ALA-MLA webinars. It was recommended that MLA members participating in webinars should receive honoraria equivalent to non-MLA members who present at annual meetings. It was also recommended that MLA experts reach out to local and state library associations to offer presentations at their conferences. It was also suggested that some of this work could be centralized with the Publicity Officer to effectively coordinate this effort with Special Officer leadership.

Goal Area: Value to the Profession

Goal Area: Advocacy

Goal Area: Education