

MLA STRATEGIC PLAN 2011-2020

ACTION PLAN FOR FY2018-2019

The following Action Plan was adopted by the MLA Board of Directors at its May 2018 meeting in Middleton, Wisconsin. It contains initiatives carried over from last year, as well as new initiatives. The Strategic Action Plan for 2017-18 was reviewed. Some of the actions were accomplished while some items are still in progress.

The FY2018-2019 Strategic Action Plan is subject to ongoing review and assessment by the Board. The processes should culminate at the Spring Meeting in 2019, with a subsequent (annual) Action Plan. The FY2018-2019 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.

FY2018-2019 Action: Convey the MLA Conference evolution process to all members.

This action has been carried over from the 2017-2018 Action plan and revised.

The Planning Committee, working with the Convention Managers, the Program Chair, and the Web Manager, should compile and post an online FAQ about the process of programming the annual meetings. We believe this will provide more transparency and demystify the process for the membership. The Planning Committee should compile an initial list of FAQ questions and solicit answers from Officers, Committee Chairs, and/or Board members by the 2018 Fall Board meeting, with the intent of having the FAQ published on the MLA website before 2019 annual meeting registration begins.

Goal Area: Organizational Excellence

Focus: Convention

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

FY2018-2019 Action: Expand Membership opportunities at all levels of the Association.

This action has been carried over from the 2017-2018 Action plan and revised.

The Membership Committee has identified two important objectives: 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. The Membership Committee should 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 organizations such as SLA, ARLIS, the Arts Section and chapters of ACRL, the ACRL/Arts Dance Librarians Discussion Group, public library organizations, MLStEP, and library schools. New membership options should be explored 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 plan with actionable results, including assessment and a report. The Committee should submit a progress report in its Winter 2019 Board report.

The Membership Committee should submit a plan in its Fall 2018 Board report outlining its investigation of the a “virtual” (or “online” or other appropriate term) membership option. 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).

The Membership Committee should investigate the option of a membership category for people in their first five years of membership. The Committee should submit a recommendation about this in its Fall 2018 Board report.

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. The Membership Committee should submit a draft message in its Fall 2018 Board 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.

FY2018-2019 Action: Strengthen MLA’s Oral History Archives.

This action has been carried over from the 2017-2018 Action plan and revised.

Oral History Committee members should continue to be proactive in identifying potential interviewees and work directly with local MLA Chapters to archive their stories in a timely manner. Retroactive interviews 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.

The Oral History Committee should submit a plan in the its Fall 2018 Board report outlining how it will provide access to audio, video and transcript oral history files.

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.

FY2018-2019 Action: Engage with other organizations and offer webinars and presentations.

The Publicity & Outreach Officer should work with the Education Committee to learn the Committee’s plans and processes for offering webinars and presentations and to reach out to local and state library associations so that these webinars and presentations can be offered at their conferences. The Publicity & Outreach Officer should describe their progress in their Fall 2018 Board report.

Goal Area: Value to the Profession

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

Goal Area: Education

Objective 2: Use technology to provide training and professional development opportunities through webcasts and other web-based workshops.