

MLA STRATEGIC PLAN 2011-2020

ACTION PLAN FOR FY 2019-2020

The following Action Plan was adopted by the MLA Board of Directors at its May 2019 meeting in Middleton, Wisconsin. It contains initiatives carried over from last year, as well as new initiatives. The Strategic Action Plan for 2018-19 was reviewed. Some of the actions were accomplished while some items are still in progress.

The FY 2019-2020 Strategic Action Plan is subject to ongoing review and assessment by the Board. The processes should culminate at the Spring Meeting in 2020, with a subsequent (annual) Action Plan. The FY 2019-2020 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.

FY 2019-2020 Action: Implement Recommendations from the Climate Survey Task Force

The Planning Committee has reviewed the Climate Survey Task Force report and recommendations, administered in 2018. They will implement a subset of priority recommendations this year, and will collect feedback from the membership on the desirability, feasibility, and priority of the remaining recommendations. This will be a 2-3 year process.

Goal Area: Membership. Objective 1: Increase outreach efforts to members from underrepresented groups.

Goal Area: Organizational Excellence. Objective 1: Develop and sustain the necessary resources to ensure the vitality of the Association, its programs and services.

FY 2019-2020 Action: Develop a New Strategic Plan and Planning Process

The Planning Committee has outlined a new strategic planning process that incorporates rolling goal areas. These goal areas, and objectives, will be initially established by a Strategic Planning Task Force (charged for 2019-2021), incorporating input from the membership through several feedback opportunities. Annual objectives would be evaluated and set by the Planning Committee at the Middleton spring Board Meeting each subsequent year, and the goal areas would be reviewed and updated for relevancy by the Planning Committee every three years. This strategic planning method will be evaluated by the Planning Committee after two three-year

cycles to determine its effectiveness. The Planning Committee, in consultation with the President, will draft a task force charge for the Board to vote on during summer 2019 with the task force membership appointed by fall 2019 with a goal for a completed plan with initial goal areas and objectives completed in June 2021.

Goal Area: Organizational Excellence. Objective 1: Develop and sustain the necessary resources to ensure the vitality of the Association, its programs and services

FY 2019-2020 Action: Expand Membership Opportunities at All Levels of the Association.

This action has been continued from the 2018-2019 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.

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.

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

FY 2019-2020 Action: Engage with Other Fine Arts Professional Organizations to Pursue Collaborations for Meetings, Education, and Advocacy.

The Publicity & Outreach Officer should work the MLA Advocacy Committee, Organizational Liaisons, the President, and other MLA parties to identify potential connection areas. Priority organizations include ARSC, ARLIS, Theater Library Association, Dance Librarians Interest Group in ALA, the Association of Moving Image Archivists, and other fine arts professional organizations.

Goal Area: Organizational Excellence. Objective 3: Pursue joint ventures with other organizations that offer financial as well as professional opportunities and advantages.