

**South Dakota Library Association
Strategic Plan
2012 – 2014**

Executive Summary

For over 100 years, the South Dakota Library Association (SDLA) has served South Dakota libraries and library staff. During the fall of 2011, SDLA initiated a strategic planning process to improve services to its members and strengthen the organization. The SDLA Executive Board assessed institutional data and membership survey feedback prior to a planning meeting in November 2011. After discerning the data and the capacity of the organization, the following four goals were defined for the 2012 – 2014 strategic plan:

Professional Development. SDLA membership conveyed in the survey that professional development is a high priority. In response to the feedback, the plan addresses improvements to the SDLA Annual Conference and Branch Out Conference. The plan also increases emphasis on the Mountain Plains Library Association Leadership Institute.

Membership. For a variety of reasons, the SDLA membership has declined over the last several years. The plan puts a new emphasis on promoting intangible and tangible benefits to members, retention of existing members, and recognition of members who have faithfully dedicated time and talent to their professional organization.

Advocacy. Similar to professional development, the SDLA membership indicated via survey that advocacy for South Dakota libraries and their staff was a critical service they requested SDLA to maintain. One particular issue that the membership requested SDLA address was the status of South Dakota libraries particularly in light of the 2011 state-wide budget cuts. The remaining advocacy plan increases the capacity of individual members and institutions to advocate for their profession and libraries.

Communication. SDLA, as a state-wide professional organization, needs strong communication processes and venues in order to serve their diverse membership that covers a large geographic area in an efficient and timely basis. Although the membership feedback was overall positive, there were several specific suggestions for improvement. Specific objectives address the SDLA website, *Book Marks*, and social media and tools for internal and external communications.

SDLA, like a vast majority of non-profits, struggles to maintain stable financial reserves. Financial stability is essential for the long term survival of the organization. During the planning session, the Board considered adding a goal regarding financial stability; however, the objectives under the four goals above were edited to reflect financial management. Examples of keeping the SDLA reserves positive include increasing and retaining membership, keeping the annual conference fees affordable while raising funds for additional activities, and creating a fundraiser to support the South Dakota Community Foundation SDLA Leon Raney Endowment Fund.

The South Dakota Library Association began as a sponsored section of the South Dakota Federated Women's Club (SDFWC) in 1904. SDLA was sponsored by the SDFWC for two years and then by the South Dakota Education Association (SDEA) for eleven years. There is some debate on the official beginnings of SDLA because of its association with these groups, but SDLA's first official meeting was held in Sioux Falls on December 27, 1906. Because of SDLA's association with the SDFWC, it wasn't until approximately 1905 that a change in the constitution admitted men to the membership. Early members of SDLA were Julie Concannon, Anna M. Price, Helen E. Miner, William H. Powers, Doane Robinson, Alberta Caillie, Mabel Richardson, Alice Hughes, and Elva Schmidt.

On September 5 and 6, 1917 SDLA held its first meeting separate from SDEA in Pierre, becoming an independent organization. By-laws were added to the Constitution in 1919. At the beginning, membership dues were 50 cents a year. The cost for membership rose to one dollar in 1919, and stayed there for thirty-seven years until a graduating scale based on salary was introduced.

SDLA was created to promote libraries within the state and provide library service for the populace. Through the years, it has been a force in library legislation and the creation of new libraries in South Dakota. At the 1904 meeting, SDLA expressed the goal to form "a state library commission or state organizer and urging that the appointment of librarians be kept free of political consideration." (South Dakota Library Bulletin, v.33 no. 2 Apr.-June 1947) To achieve that goal, SDLA helped create the State Library Commission in 1913. This organization brought about the State Library in Pierre and instituted a traveling library that brought library services to rural areas. Headed by Lilly M. E. Barreson, the first field librarian, the traveling library also helped small towns establish their own libraries. In more recent years, SDLA has worked to keep the State Library operating when State budget cuts threatened to close it.

SDLA is directed by an Executive Board made up of four section chairs and nine Offices: President, Vice President/President Elect, Recording Secretary, Executive Secretary Treasurer, Past President, ALA Councilor, MPLA Representative, Book Marks editor and Federal Relations Coordinator. SDLA has many committees that carry out its work, as well as Sections that act as advocates for issues from the different types of libraries in South Dakota.

SDLA has published its own newsletter since 1949. The newsletter has gone through several format and name changes during that time. The publication began as the *News*, then became the *Catalyst* in December 1971 and finally assumed the name, *Book Marks* in 1976. The newsletter contains library news articles, officer reports, job announcements and special columns.

SDLA holds an annual conference in various South Dakota cities. Occasionally, the conference is held in conjunction with the North Dakota Library Association (NDLA) and the Mountain Plains

Library Association (MPLA). SDLA has held a convention almost every year since 1904, with the exception of 1945, when wartime restrictions caused its cancellation. At each convention, the organization holds a general meeting that presents officer, committee and section reports. Section and executive board meetings, speakers, presentations, and the annual awards banquet also take place at the annual convention.

SDLA became a chapter of the American Library Association in 1921 and it is a state member of the regional Mountain Plains Library Association.

Taken from the SDLA archives at the University of South Dakota, Vermillion
<http://www.usd.edu/library/upload/SDLA.pdf>.

Professional Library Associations

South Dakota Library Association

The South Dakota Library Association (SDLA) strives to promote library service of the highest quality for present and potential South Dakota library users; to provide opportunities for professional involvement of all persons engaged in any phase of librarianship within the state; and to further the professional development of SD librarians, trustees, and library employees. SDLA is a chapter of the American Library Association and is a state member of the Mountain Plains Library Association.

Mountain Plains Library Association

The Mountain Plains Library Association (MPLA) is a twelve state association of librarians, library paraprofessionals and friends of libraries in Arizona, Colorado, Kansas, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Utah and Wyoming. Its purpose is to promote the development of librarians and libraries by providing significant educational and networking opportunities. The Association meets annually in joint conferences with member states on a rotational basis, and is governed by an elected board of representatives from each member state and a number of sections and roundtables representing interests and types of libraries. In addition to its board and its officers, MPLA activities are carried out by a number of committees and an executive secretary.

American Library Association

Founded in 1876, the American Library Association (ALA) was created to provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. In 1998 the ALA Council voted commitment to five Key Action Areas as guiding principles for directing the Association's energies and resources: Diversity, Equity of Access, Education and Continuous Learning, Intellectual Freedom, and 21st Century Literacy.

Plan Process

During the fall of 2011, the South Dakota Library Association contracted the services of Sage Project Consultants for the development of a comprehensive strategic plan. The intent of this strategic plan was to outline the directional priorities for SDLA, based largely on feedback from key stakeholders, primarily the SDLA membership.

The first step was to obtain feedback and gauge areas of interest from the SDLA membership via an online survey response collection tool in September 2011. A total of 291 potential constituents were invited to respond to the online survey; 148 stakeholders, or 51%, responded to the survey providing varied levels of feedback. The survey was closed for responses on September 26, 2011.

The survey results were summarized in a report titled “Summary Report | Data Collection in Support of the SDLA Strategic Planning Process” September 2011 and was distributed to the SDLA Executive Board on October 29, 2011 in preparation for a strategic planning meeting on November 4, 2011.

Through the strategic planning process, the Executive Board developed goals and objectives based on membership feedback and their own observations.

***The South Dakota Library Association
Executive Board chose four goals:***

- 1. Professional Development**
- 2. Membership**
- 3. Advocacy**
- 4. Communication**

SDLA is now poised to further develop and expand its mission of supporting South Dakota libraries and library staff.

South Dakota Library Association

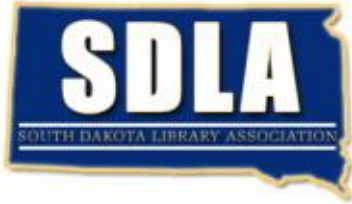
MISSION

The South Dakota Library Association (SDLA) is a statewide organization representing libraries, library employees, library trustees, and library supporters. SDLA provides leadership and educational opportunities, and advocates for its members in meeting the challenges of providing quality library service to all South Dakotans

GOALS

- A. Professional Development. Offer professional development opportunities to SDLA membership.
- B. Membership. Increase membership over the next three years.
- C. Advocacy. Increase awareness of the role of 21st century libraries in South Dakota Communities.
- D. Communication. Increase communication to the membership.

Goals and Objectives



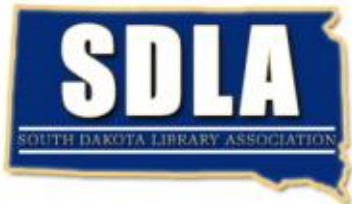
Goal A – Professional Development

Offer professional development opportunities to SDLA membership.

Objective A.1: Host an annual conference.

Objective A.2: Host a biennial Branch Out Conference.

Objective A.3: Support MPLA Leadership Institute

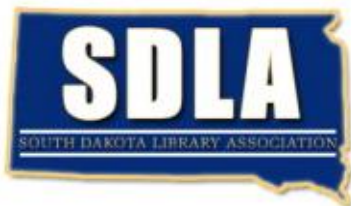


Goal B – Membership

Increase membership over the next three years.

Objective B.1: Promote benefits to joining the Association.

Objective B.2: Increase membership involvement to retain membership.



Goal C – Advocacy

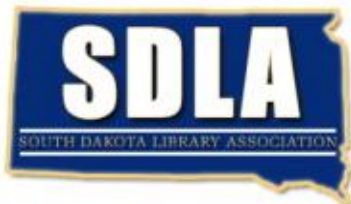
Increase awareness of the role of 21st century libraries in South Dakota Communities.

Objective C.1: Educate members how to advocate for library issues.

Objective C.2: Provide ongoing external communication regarding relevant library issues.

Objective C.3: Prepare and disseminate materials concerning the status of all South Dakota libraries.

Objective C.4: Partner with other like-minded organizations in order to leverage resources to advocate for library issues.



Goal D – Communication

Increase communication to the membership.

Objective D.1: Clearly communicate expectations of each committee chair and members by providing bylaws/procedures regarding that particular committee's duties.

Objective D.2: Enhance the website to provide relevant and up-to-date content.

Objective D.3: Integrate appropriate social media.

Objective D.4: Evaluate publication cycle and format of *Book Marks*.

Objective D.5: Adjust policies and processes to better serve our members, based on Board and Committee experience and membership feedback.