



SOUTH DAKOTA LIBRARY ASSOCIATION

2020 – 2022 Strategic Plan

The South Dakota Library Association has been operating as a library association for over 100 years. The 2020 - 2022 Strategic Plan poises us for the next century through overarching goals of professional development, advocacy, marketing, and communication.

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EXECUTIVE SUMMARY

The South Dakota Library Association (SDLA) serves South Dakota libraries and library staff. During the summer of 2019, SDLA initiated a strategic planning process to improve services to its members and strengthen the organization. SDLA Executive Board assessed institutional data, and membership survey feedback prior to the planning meeting in July 2019. After discerning the data and the capacity of the organization, the following four goals were defined for the 2020 – 2022 strategic plan:

Professional Development. SDLA membership conveyed in the survey that professional development is both a strength and a high priority. SDLA will investigate offering professional development opportunities online for librarians and support staff who are unable to attend the conferences due to distance, budgetary constraints, or staffing coverage issues. Promoting library careers through defining career paths, listing available jobs, and providing helpful tips is a high priority in the plan.

Advocacy. Similar to professional development, SDLA membership indicated via survey that advocacy for South Dakota libraries and their staff was a critical service they requested SDLA to maintain. The plan empowers local libraries, library staff and trustees, and library friends to advocate for important quality and sustainability factors by creating and deploying an advocacy tool kit.

Marketing. An important strategy to recruit and retain membership will be to develop and execute a comprehensive marketing plan. Marketing through the website and other venues will not only increase awareness of SDLA but spotlight issues important to SDLA.

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. Book Marks received high praise in the membership survey. To complement the marketing plan, the plan outlines a networking strategy to retain members and increase support.

The plan poises SDLA to increase their membership base primarily through the benefits of professional development and networking. The plan also seeks to increase support of the South Dakota library community through strong advocacy action at the local and state-wide level.

STRATEGIC PLAN PROCESS

The intent of this strategic plan was to outline the directional priorities for SDLA, based largely on feedback from key stakeholders, primarily SDLA membership.

The first step was to attain feedback and gauge areas of interest from SDLA membership via online survey response collection tool in June 2019. The survey questions were uploaded to an online survey response collection tool (SurveyMonkey.com) and hyperlinked in an e-mail distributed by SDLA Executive Secretary/Treasurer, Audrea Buller. The e-mail was signed by Maria Gruener, SDLA President and urged the membership and key stakeholders to participate in the survey. Two reminder e-mails were distributed within a week of its original distribution to encourage participation.

The survey results were summarized in a report titled "South Dakota Membership Survey | 2019" and was distributed to the SDLA Executive Board in preparation for a strategic planning meeting on July 8, 2019.

At the SDLA Executive Board strategic planning meeting in Brookings, South Dakota, the Board developed draft goals and objectives based on membership feedback and their own observations.

The South Dakota Library Association

Board of Directors chose four goals:

1. **Professional Development**
2. **Advocacy**
3. **Marketing**
4. **Communication**

The SDLA Executive Board began implementing the plan in January 2020.

MEMBERSHIP SURVEY SUMMARY

In June 2019, a total of 454 current and expired members were invited to respond to the online survey. The respondents completed both qualitative (open-ended) and quantitative questions. The following summary highlights the survey responses:

The following SWOT table summarizes the strengths, weaknesses, opportunities, and threats. Additional points were added by the SDLA Executive Board at their planning meeting.

STRENGTHS

- Annual conference
- Branch Out
- Book Marks
- Networking
- Scholarships
- Communication
- Inclusive of all library types and stakeholders

OPPORTUNITIES

- Advocacy
- Professional development
- Better communication
- Networking
- Library funding
- Collaboration between libraries
- Small library support
- Marketing
- Continuing education

WEAKNESSES

- Advocacy to local and state policy makers
- Marketing SDLA to stakeholders
- Public education of library value and services
- Membership decline

THREATS

- Library sustainability via funding
- Legislation action or inaction to support libraries
- Public perception of library sustainability
- Library staff education standards
- K-12 budget cuts
- Libraries or agencies not paying dues for employees

Membership identified the following significant trends that might have an impact on library services and management: public perception of the value of library, reduced client attendance at some libraries, funding sustainability, and staffing challenges.

Barriers to libraries include lack of sustainable and/or sufficient funding, public perception of value of libraries, and education standards for librarians particularly in K-12 education settings.

Respondents listed the following needs should be addressed in the strategic plan:

- ✓ **Advocacy.** Several respondents feel strongly the mission or purpose of SDLA is to advocate for libraries and those that staff the libraries at both a local and state level in order to leverage funding and policies.
- ✓ **Sustainable and sufficient funding.** Public funding sources supporting to libraries continue to remain level or shrink making it increasingly difficult to competitively compensate staff, keep up with technology, and serve their patrons.
- ✓ **Professional Development.** The SDLA Annual Conference and Branch Out are important services provided to the South Dakota library community. Networking and mentoring are also important components for the South Dakota library community.
- ✓ **Librarian Qualifications.** South Dakota K-12 schools do not require certified librarians in their districts. Several survey respondents expressed concern on the quality of the libraries and subsequently student outcomes as a result.
- ✓ **Communication.** All-in-all, the SDLA website and Book Marks received favorable marks.
- ✓ **Technology.** Technology has been and will continue to be both a strength and weakness for South Dakota libraries. Electronic collections have increased as has the challenge to keep up with software and hardware upgrades, the cost to keep up, staff training, and patron education.

The SDLA Executive Board thoughtfully considered and incorporated feedback from the survey into the 2020 – 2022 strategic plan.

South Dakota Library Association

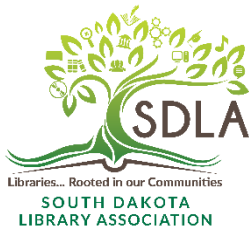
MISSION

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 face-to-face and online professional development opportunities to SDLA membership.
- B. **Advocacy.** Increase awareness of the role of 21st century libraries in South Dakota Communities in order to increase sustainable support.
- C. **Marketing.** Develop a comprehensive marketing plan to recruit and retain membership as well as highlight important messages for the South Dakota library community.
- D. **Communication.** Increase communication to the membership to provide support and resources.

GOALS and OBJECTIVES



Goal A – Professional Development.

Offer face-to-face and online professional development opportunities to SDLA membership.

Objective A.1: Increase participation in the Annual Conference from the historical average of 150 per year (baseline average 2016 to 2018) to 190 per year (target average from 2020 to 2023).

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
A.1.1	Assess the effectiveness of the conference through post-conference surveys or interviews. Based on data, recommend format improvements.	SDLA Past President	December 31 st Annually
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
A.1.2	Each section shall provide topics and speaker suggestions through the Call for Proposal process.	SDLA President and section chairs	March 1 st Annually
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
A.1.3	Encourage current professional development grant recipients to present or suggest topics.	SDLA President and section chairs	March 1 st Annually
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
A.1.4	Archive annual conference book.	Book Marks Editor	Annual

Objective A.2: Maintain the scholarship program in order to enable librarians and support staff to attend professional development programming at annual conference.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
A.2.1	Assess the need for additional scholarship opportunities.	Section Chairs	December 2023
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
A.2.2	Market the scholarships through Book Marks, website, and social media. Investigate other marketing venues.	Book Marks Editor/ EST	Annual and Ongoing

Objective A.3: Launch an initiative to promote library employee career paths.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
A.3.1	Post professional development opportunities on SDLA’s website. Market through social media.	Book Marks Editor	Ongoing
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
A.3.2	Maintain a job listing tab on the website. Market through social media.	Book Marks Editor	Ongoing



Goal B: Advocacy

Increase awareness of the role of 21st century libraries in South Dakota Communities in order to increase sustainable support.

Objective B.1: Develop an advocacy tool kit.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
B.1.1	Annually, work with the SDLA lobbyist to develop a legislative platform.	Library Issues / Past President	Annual and Ongoing
B.1.2	Create a link to state legislators on SDLA’s website. Ask the library directors at all libraries to invite the state legislator to the library for a tour or to be a speaker.	Book Marks Editor / EST	December 2020

Objective B.2: Increase attendance at Legislative Day to advocate for important library community issues.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
B.2.1	Recruit library supporters to promote South Dakota libraries and attend Legislative Day.	Library Issues Community	Annual

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
B.2.2	Annually develop a letter to state legislators, and when applicable, city and/or county officials, outlining the SDLA legislative platform and clearly articulating the action we would like them to take.	Library Issues Community	Annual

Objective B.3: Launch a pilot program to develop non-librarians into library advocates.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
B.3.1	Recruit non-librarians to be library advocates. Possible recruiting prospects include but are not limited to library board members, patrons, faculty, administration, city councilors, and county commissioners. Assign SDLA members to coach and encourage this group.	Library Issues Committee	July 2022
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
B.3.2	Provide the above advocate group training and/or a list of specific actions including but not limited to writing letters or speaking to legislators, writing letters or speaking to school boards, and writing letters to the SDBOR.	Library Issues Committee	2022



Goal C: Marketing

Develop a comprehensive marketing plan to recruit and retain membership as well as highlight important messages for the South Dakota library community.

Objective C.1: Create a comprehensive marketing plan including developing a clear, distinct brand.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
C.1.1	Investigate a comprehensive marketing plan. Work closely with the Executive Board to understand marketing outcomes and budget.	Social Media Committee	December 2021

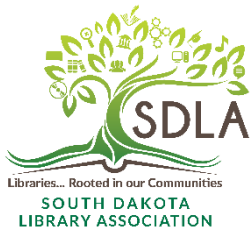
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
C.1.2	Launch the marketing plan.	Social Media Committee/ Executive Board	April 2022

Objective C.2: Enhance the SDLA website.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
C.2.1	Review the 2019 membership survey and create a comprehensive list of website updates.	Book Marks Editor & EST	May 2020

Objective C.3: Increase individual membership from the historical average of 365 per year to 400 per year by marketing to prospective members and retaining current members.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
C.3.1	Create an automatic reminder for members prior to the membership expiration to encourage and remind them to send their dues. Send reminder at 30 days past due.	EST	Ongoing
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
C.3.2	Personally connect with new SDLA members.	President	Monthly
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
C.3.3	Host conference breakfast on Thursday for new SDLA members.	President, Vice President, Section Chairs	Ongoing
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
C.3.4	Create marketing materials targeted at library employees outlining benefits of joining SDLA. Educate leaders at local libraries to encourage their employees to join SDLA.	Public Relations	Ongoing
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
C.3.5	Report membership totals (institutional and individual separately) for annual statistics	EST	November Board Meeting
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
C.3.6	Offer free membership at strategic SDLA events.	Executive Board	Launch 2020



Goal D: Communication

Increase communication to the membership and Executive Board to provide support and resources.

Objective D.1: Issue Book Marks 4 times per year.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
D.1.1	Publicize Book Marks deadlines so contributors clearly know when to submit articles.	Book Marks Editor	Ongoing
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
D.1.2	Each section Chair shall submit two reports per year to the Book Marks editor.	Section Chairs & Book Marks Editor	Ongoing
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
D.1.3	Digitally archive past issue of Book Marks on the SDLA website. Send a copy to USD to be placed in the SDLA archive.	Book Marks Editor	December Annually

Objective D.2: Increase networking opportunities.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
D.2.1	Encourage members to complete their profiles on the website.	Vice President	Yearly at Annual Conference
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
D.2.2	Investigate providing professional headshots at the conference.	Local arrangements committee	Yearly at Annual Conference
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
D.3.3	Purposefully integrate networking opportunities at the annual conference.	Conference Planning Committee	May Annually

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
D.3.4	Introduce via Book Marks and other venues the Executive Board including name, contact information, library, board position, and brief bio.	Book Marks Editor/ Board Members	January Annually

Objective D.4: Increase communication between current and incoming Executive Board members.

	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
D.4.1	Create and maintain orientation packets including a list of responsibilities and expected timeline for the positions	Executive Board	Ongoing
	<u>TASK</u>	<u>LEAD</u>	<u>DUE</u>
D.4.2	Transition offices in person at the annual SDLA Conference	Executive Board	Annual

