

TENNESSEE LIBRARY ASSOCIATION
STRATEGIC PLAN 2012-2017

MISSION STATEMENT

The mission of the Tennessee Library Association (TLA) is to promote the establishment, maintenance and support of quality library services for all people of the state; to cooperate with public and private agencies with related interests; and to support and further professional interests of the membership of the Association.

VISION STATEMENT

To guide Tennessee librarians and staff to be highly respected professionals and to help Tennessee libraries provide the best possible information resources and services to the people of Tennessee.

VALUES

TLA adheres to the core values of the American Library Association, which includes the following:

- Access
- Confidentiality/Privacy
- Democracy
- Diversity
- Education and Lifelong Learning
- Intellectual Freedom
- Preservation
- The Public Good
- Professionalism
- Service
- Social Responsibility

GOALS AND OBJECTIVES

I. The Tennessee Library Association will work cooperatively with appropriate institutions and agencies to develop quality continuing education opportunities for its membership.

A. The Association will work with the higher education system and the Tennessee State Library and Archives (TSLA) to develop continuing education programs.

1. TLA will continue to support the expansion of the Public Library Management Institute certificate program currently in place at TSLA.

2. The Association will support the Long Range Program of TSLA, Tenn-Share, the Tennessee Association of School Librarians (TASL), and other library and educational organizations in the state with regard to continuing education.

B. The Association will seek to establish and maintain formal communication links between the Association and governing agencies associated with academic, public, and special library personnel to recognize the importance of continuing education. Most school libraries have continuing education for the accreditation process.

1. The President or designee shall continue to seek opportunities to contact or meet annually with representatives, such as TSLA, the Tennessee Board of Education, the Tennessee Higher Education Commission, the Tennessee Board of Regents, and the University of Tennessee to encourage professional leave time and in-service time for continuing education.

2. TLA will encourage local library trustees and other appropriate agencies and employers to support paid leave time for continuing education.

II. The Tennessee Library Association will actively promote, publicize, and continuously strive to enhance the programs, activities and services of the Association.

A. The Association, through the Public Relations Committee, will develop a public relations program for the Association, in cooperation with other library-related public relations campaigns to include legislative issues, Library Legislative Day, Tennessee Summer Reading, other reading programs, National [American] Library Week, Banned Book Week, Children's Book Week, and any other relevant programs deemed appropriate.

B. The Association, through the Membership Committee, will continue to develop an active program of membership recruitment and involvement in the Association, including support of the New Members Roundtable and the TLA Student chapter at the University of Tennessee at Knoxville (UTK), and revision of institutional membership benefits. The Membership Committee will investigate ways to restructure benefits for institutional members and present the new benefits to potential institutions. The Membership Committee and the Publications Advisory Board will consider ways to enhance TLA member benefits through continuing to improve members-only as well as non-members sections on the website.

C. The Association will continue to support and further professional interests of the membership through the provision of programs, activities, and electronic and traditional services for all the library constituencies in Tennessee.

1. The Association will recognize and publicize member achievements via the Honors and Awards Committee, other awards committees, and the Association publications. Members will be encouraged to continue to nominate their colleagues for official recognition of excellence via awards. The Volunteer State Book Award Committee will continue to work with TASL to improve recognition of librarians active in the selection process and winning authors.

2. The Association via the Public Relations Committee will publicize member achievements. Members will make community news agencies aware of local library achievements and librarians' or library supporters' success and leadership roles. The TLA web site, discussion list, and other social media will be used to distribute public relations materials and forms.
3. The Publications Advisory Board will through the web site, social media, and other publications continue to inform members regarding continuing education, employment, surveys, forms, survey and statistical data on Tennessee libraries, and useful library links. The Publications Advisory Board will also investigate uses of technology to enhance member benefits, including publishing "best practice" policies and more information for the public on how to assist libraries in advocacy efforts.
4. The Staff Development and Conference Committees will continue to offer more continuing education courses online and developing more regional workshops. They will work with the Conference Committee to develop follow-up materials related to conference programming. The Committees will also work with the Publications Advisory Board to distribute this information electronically and otherwise.
5. The Conference Committee and subcommittees will continue to offer high quality programs, workshops, exhibits, and speakers. The section and roundtable chairs will initiate discussion among their members regarding the relevant topics to be discussed at conference and the importance of conference attendance. The Finance and Honors and Awards Committees will continue to provide grant funding for librarians to attend conference.

D. The Association will ensure a well-structured, professional organization through assessment of needs, adjustment of services and structure, and evaluation processes. The Association will provide an on-going process for the evaluation of the organization, administration and various functions of the Association through surveys targeted at specific issues or constituencies, an overall needs survey, the administration of evaluation instruments and compilation and distribution of findings.

1. The Association Strategic Planning Committee will design and administer a needs survey and annual needs assessments targeted at specific groups or issues.
2. The Association Strategic Planning Committee will design and distribute an evaluation instrument and compile the data collected related to the organization, administration and functions of the Association.
3. The Association Strategic Planning Committee will distribute findings from the needs survey and evaluation instrument to members of the Board of Directors for use in planning and to the membership at large.
 - a. The Association Strategic Planning Committee will use a format for the survey that enables valid data comparison over time.

- b. The Association Strategic Planning Committee, after establishing baseline data, will provide comparison of data as deemed useful.
4. Each TLA group will evaluate themselves annually based on strategic planning goals and objectives and the goals and objectives for each unit. The officers for each section, roundtable, committee, or affiliate will submit those reports at the final Board meeting.
5. The By-Laws Committee will annually review the By-Laws and Procedures manual in a timely fashion and likewise submit proposed changes to the TLA Board for discussion and voting.

III. The Tennessee Library Association will promote the establishment, maintenance and financial support of quality library services.

- A. The Association will participate in the coordination of state library networks of all types, including but not limited to Tenn-Share, Tennessee Advisory Council on Libraries, Tennessee Association of School Librarians, and Friends of the Tennessee Libraries, etc.
- B. The Association will continue to support free access to information in Tennessee via the Intellectual Freedom Committee, the Legislative Committee, the Library Legislative Day Subcommittee, and official and member public support and advocacy efforts.
- C. The Association will promote resource-sharing programs, working with other resources within the state and outside the state, to improve access for all residents of the State of Tennessee.
- D. The Association will, in conjunction with TSLA, monitor on an annual basis, the State Long Range Plan with emphasis on sections that monitor and deal with TLA.
- E. The Association will initiate and support legislation and regulations promoting and/or impacting library development, services, and operations.
- F. The Association will encourage libraries of all types to keep pace with the current levels of technology and operation, via the Staff Development and Conference Committees and the Publications Advisory Board.
- H. The Association will support the advocacy of effective levels of funding for Tennessee libraries and library personnel, via the Legislative Committee, the Library Legislative Day Subcommittee, and member and leadership support.