

WASHINGTON LIBRARY ASSOCIATION

WLA MISSION STATEMENT

The Washington Library Association provides essential resources, support and advocacy for libraries and the people who make them great.

WLA Vision for 2022

The Washington Library Association is a resource and advocate for Washington libraries and the people who make them great. All of the state's libraries and library community belong and perceive significant value in their membership. We are a vibrant, inclusive and diverse organization representing a variety of library types, geographical areas, services, job levels, ages and ethnicities.

The Association offers opportunities for learning, both in structured professional development offerings and through informal networking. WLA members have built strong, collegial relationships with other library professionals, library supporters and trustees, and allied organizations. The organization also provides support and encouragement for persons entering the profession through scholarship and mentoring programs and WLA has strong relationships with library science schools.

The culture of the organization is fun, friendly, welcoming, and focused on improving libraries and the professionalism of people who work in them. WLA is perceived as a significant voice for libraries and upholds the principals of intellectual freedom. The public understands the value of libraries and supports library services at the ballot box. The Legislature and other decision-makers look to us for leadership and information. The Association is an effective advocate for intellectual freedom.

WLA's governance structure is strategic, responsive, flexible, inclusive, and utilizes an ongoing process of planning and monitoring progress toward its goals. Members actively participate in committees, Board service, and other meaningful leadership opportunities to have an impact on the future of libraries in Washington State and further develop their leadership skills. The organization is financially sound and its processes are fully transparent. Our staff is professional, responsive, dedicated to the mission of the organization and libraries, and uses best practices in association management.

Summary Version

WLA is a vibrant and effective advocate for libraries and the people who make them great. We are a community of practice where its members learn, grow professionally, develop strong relationships, and have fun.

WLA CORE VALUES

1. **Public Good:** *Libraries are an essential public good and are fundamental institutions in democratic societies.*
2. **Community:** *WLA brings us together because of our shared interest in libraries. We encourage, build and support mutual respect, common goals, and strong professional relationships.*
3. **Integrity:** *We consistently hold ourselves accountable to the highest standards of honesty and truth.*
4. **Professionalism:** *WLA actively strives to use best practices in conducting our business as an organization and treat each other with respect as colleagues.*
5. **Responsiveness:** *We listen to input from members, anticipate changing trends that affect our profession, and meet the varied needs of our stakeholders in a timely manner.*
6. **Inclusivity:** *WLA encourages and is open to diverse viewpoints, values and cultures and welcomes the unsettling as well as the familiar.*
7. **Education:** *We create learning opportunities for members of the library community to expand their knowledge, develop their skills, and share knowledge with each other in both formal and informal ways.*
8. **Intellectual Freedom:** *WLA supports the role libraries play in providing equal access to information, as well as the principle of free, open and unrestricted access to information and ideas. WLA recognizes also privacy and confidentiality as essential components of intellectual freedom.*
9. **Leadership:** *WLA accepts responsibility for helping to coalesce groups representing library interests in the state, provides opportunities for members to practice their skills as leaders, and serves as the voice of the library community.*

STRATEGIC PLAN 2012-2016

A. Membership: To attract and retain Institutional and Individual WLA members.

1. Recruit at least one Library Ambassador per Institution
 - a. More for larger systems/institutions
 - b. Encourage WLA leaders to identify and recruit one Library Ambassador in their Institution
 - c. Analyze current Ambassador list to identify gaps
 - d. Develop Library Ambassador toolkit to be used in Ambassador recruitment (including social events and personal networks)
2. Analyze demographic information and devise a strategy for effective use
 - a. Establish cross-committee task force (Membership, CE, Marketing)
 - b. Make recommendations to WLA Board
3. Develop a process to evaluate and communicate membership benefits.
 - a. Identify existing and potential membership benefits for Individual and Institutional members (periodically)
 - b. Partner with Marketing and Communications Committee to promote existing and new benefits.

B: Marketing & Communication: To enhance WLA's presence, influence, image and credibility .

1. Promote WLA standards for branding, communication, and social networking
 - a. Post standards and social media guidelines on the WLA Website.
2. Promote and strengthen collaboration between WLA and other organizations.
 - a. Link to OLA, PNLA, etc. and cross-promote activities of interest to WLA members
3. Support communication to members and partners through ALKI, the WLA website and other electronic resources
 - a. Promote publishing opportunities on all WLA communication platforms
4. Strengthen vendor relationships
 - a. Contact and investigate levels of vendor support and act accordingly.

C. Professional Development: To provide essential, relevant, formal and informal opportunities for continuing education.

1. Conduct and use essential bi-annual needs assessment to direct professional development efforts.
 - a. Use results for programs
 - b. Maintain partnership with Washington State Library
2. Support the ability of Interest Groups to sponsor one or more programs each year.
3. Increase collaboration and networking with groups inside and outside of WLA.
 - a. Increase opportunities at the WLA Conference
 - b. Increase opportunities outside of the WLA Conference (cross-over/collaborate with others)
4. Increase access to information about professional development opportunities.
 - a. Continue to work with Washington State Library on web resources
 - b. Get more members sharing via @wla.org

D. Community: To connect members with similar and diverse interests and establish relationships with organizations having shared values and goals.

1. Evaluate demographic information from registration, website, and CE survey to identify what members want
2. IG's to provide a member liaison to share IG news and opportunities via Facebook, Twitter, and LinkedIn.
3. Recruit a student member for mentored leadership role on the board.
4. Change the membership form to force choice of Interest Group and provide Interest Group definitions.
5. Revisit officer structure – co-chairs, etc. for succession planning.
6. IG Coordinators research other state and regional association structures to see how their IG's/Roundtables are structured.
7. IGs work with Marketing and Leadership Committees.

E. Advocacy: *To develop strong advocates who represent the library community effectively to decision makers.*

1. Educate and empower the library community to be effective advocates for libraries at local, state and Federal levels.
 - Utilize listserves
 - Create Toolkits
 - Legislative Planning Committee (with all library types represented) work, reports
 - Library Legislative Day
 - Partnerships (LWV, etc.)
 - Visit Legislative officials
2. Make WLA Advocacy work more visible, relevant and fundamental to the library community.
 - Legislative Planning Committee output via ALKI, Reports, WLA Website, Conferences

F. Leadership: *To develop leaders and conduct the business of the association in a context of innovation, openness, and transparency.*

1. Create and maintain a succession plan for WLA leadership positions.
 - a. Provide formal and informal training and orientation for all WLA members about leadership opportunities.
 - b. Provide mentoring for and within each Interest Group to map leadership paths.
2. Assign and clarify roles and responsibilities of board members and other WLA leaders.
 - a. Give each Director a leadership role for one or more initiatives, (so that all are assigned) as well as committees.
 - b. Make sure that the WLA website clearly shows all leadership contacts for initiatives and committees.

G. Administration: *To maintain a staff structure appropriate to facilitate and enhance the work of the organization.*

1. Clarify and communicate role and responsibility between volunteers and staff
2. Maintain staff levels suitable for attaining the organization's stated goals.
3. Conduct annual staff performance reviews based on established goals and criteria.
4. Assure WLA office provides a supportive, safe and well-equipped work environment.
5. Create a mutually-supportive relationship between administrative staff and volunteer leaders.
6. Develop a standardized orientation for IG chairs and clarify the roles and expectations of the IG Coordinator, IG Chairs and staff.

2013-2014 PRIORITY INITIATIVES

MEMBERSHIP – Brianna Hoffman, Board Liaison

1. Identify existing and potential membership benefits for individual and institutional members
2. Develop Library Ambassador Toolkit to be used in Library Ambassador recruitment.

MARKETING & COMMUNICATION – John Fossett, Board Liaison

3. Promote publishing opportunities on all WLA communication platforms
4. Contact and investigate levels of vendor support – Scholarship support, etc. – act accordingly.

PROFESSIONAL DEVELOPMENT – Joy Neal, Board Liaison

5. Increase opportunities at Conference for cross-over with other groups
6. Get more members sharing via @wla.org (Social Media Team)

COMMUNITY – Susan Lee and Jeanne Fondrie

7. Evaluate demographic information from registration and website and CE survey to identify what members want
8. IGs provide a member liaison to WLA Facebook to share IG news and opportunities (contribute to Twitter and LinkedIn also).

LEADERSHIP – Phil Heikkinen, Board Liaison

9. Give each director leadership role for one or more initiatives and Committees
10. Provide formal and informal training and orientation for all WLA members about leadership opportunities
11. Create mentoring opportunities for students and new professionals

BOARD INITIATIVES – Jennifer Wiseman, President

12. Investigate new sources of non-dues revenue
13. Investigate other methods of fundraising for scholarships