

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 2017

The Washington Library Association is a resource and advocate for Washington libraries and the people who make them great. A majority of the state's library professionals 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 opportunities. WLA members have built strong, collegial relationships with other library professionals, library supporters and trustees, and allied organizations around the state and frequently consult with each other as individuals and through shared interest groups. 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. The public understands the value of libraries and supports library services at the ballot box. The legislature perceives WLA as a significant voice for libraries and looks to us for leadership and information.

WLA's governance structure is strategic, responsive, flexible, inclusive, and utilizes a rational 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 utilizes 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 2007-2011

A. Membership: To provide valuable benefits that aid in attracting and retaining WLA members.

1. Target potential WLA members to increase membership
2. Improve member retention by identifying and raising awareness of the benefits of WLA membership
3. Institutional Membership Benefits
4. Establish Demographic Profiles of our members

B: Marketing & Communication: To expand WLA's presence and influence, as well as enhance its image and credibility inside and outside the organization.

1. Create and promote WLA communication standards
2. Create links between WLA and other businesses, organizations, and partners
3. Create infrastructure to get the content to communicate to members via website, eNewsletter, listserves

C. Career Development and Continuing Education: To provide excellent, relevant formal and informal opportunities for continuing education and career advancement.

1. Use the results of the bi-annual needs assessment to make recommendations on continuing education needs that can be addressed through conference programs, workshops, publications and online and other learning opportunities. (CE AND IG COORDINATORS, IG CHAIRS)
2. All WLA interest groups will sponsor (or co-sponsor) one or more programs each year for the WLA and WALE conferences and deliver a CE event in addition (e.g. stand-alone workshop, Alki article, on-line CE) (IG COORDINATOR).
3. Provide training and experience in production and facilitation using on-line conferencing tools, especially utilizing Elluminate. (CE and IG COORDINATORS).
4. Develop a plan to deliver continuing education, face-to-face, or blended learning regionally to small and medium-sized libraries.
5. *Collaboration with groups outside of WLA on continuing education outside of conferences as stand-alone or online workshops, i.e. WLMA, ACRL, OLA, MLA, PNLA*
6. *Conduct a CE Needs Assessment Survey (when does survey fatigue click in?)*

D. Community: To provide multiple opportunities for building mutually beneficial connections by linking individuals with similar and diverse interests, and by establishing relationships with organizations having shared values and goals.

1. Internal - Increase connection between members and participation in WLA.
 - Condense all IG Blogs into one community blog
 - Conduct 2x year all IG Chair meetings
 - Have each IG look at their mission statement and purpose and evaluate whether it is still valuable/relevant to members and looking at ways to market
2. External - Establish and strengthen relationships with organizations affiliated with library communities.
 - IG's conduct events in connection with other industry groups (CAYAS/WLMA)

E. Advocacy: To develop grassroots library advocates who raise awareness about the importance of libraries and who build relationships with key stakeholders to affect the success of libraries.

1. Enhance Library Legislative Day and increase participation by all levels of the library community. (COMMUNICATIONS COORDINATOR)
 - Develop tools that facilitate remote advocacy opportunities
2. Make the work of the Legislative Planning Committee more visible and relevant to the membership. (LEGISLATIVE CHAIR and LOBBYIST)
 - Include committee representation from all library types: public (municipal), public (district), K-12, community and technical colleges, 4-year academic, Washington State Library
 - Present legislative advocacy training program at each annual conference
 - Provide Alki and/or WLFFTA Advocate with a legislative program article each year
3. Find effective means of communicating to the membership and securing their active support for federal legislation that will positively affect Washington libraries. (FEDERAL RELATIONS COORDINATOR)

- Submit, at least yearly, articles summarizing federal legislation affecting Washington libraries in appropriate WLA publications, e.g., ALKI and the WLFETA Advocate
 - Expand a Washington Federal Library Legislative and Advocacy Network (FLLAN) to provide quick and effective response to federal legislative issues of importance to Washington libraries
4. Educate and empower the library community to be effective advocates for libraries at local, state and federal levels.
 - Using technology as appropriate, develop new ways for grassroots advocates to communicate their passion for libraries to key stakeholders
 - Investigate the ALA Advocacy Toolkit
 - Investigate Capwiz
 - Build partnerships i.e., League of Women Voters
 5. Advocate for WA Libraries at the Federal Level
 - Continue to support sending a delegation of WLA members to National Library Legislative Day

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

1. Provide formal and informal training and orientation for WLA leaders. (BOARD/STAFF)
2. Align WLA practices with organizational policies and procedures. (BOARD/STAFF) – Leaders Handbook, IG Handbook, Conference Manuals, CE Manual.
3. Maintain the most effective and timely tools and methods for conducting business and communication. (BOARD/STAFF)
4. Identify and define volunteer commitments from Board members and other WLA leaders.
5. Assess and update WLA organizational structures and processes as appropriate for effective operation and continuity. (BOARD/STAFF)
 - Conduct an annual board review (self-evaluation), including a workload assessment (each January).
 - Draft needed bylaws revisions to have adopted at the 2010 annual business meeting.
6. Recruit and develop new leaders

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.

2011-2012 INITIATIVES

1. Develop ongoing membership drive, the key component of which is Library Ambassadors. Identified at every library. RESPONSIBLE; Member Services Committee
2. Targeted outreach to students. RESPONSIBLE: Member Services Committee
3. Through Library Ambassadors – talking points to communicate value of membership, both quantitatively and qualitatively. RESPONSIBLE: Membership Services Committee
4. Examine and/or revise dues structure with emphasis on cost and benefits of Institutional Membership. RESPONSIBLE: Membership Services
5. Create tools and templates for IG's to use for communications and marketing. RESPONSIBLE: Marketing & Communications Committee
6. CE Needs Assessment – joint project with WSL. RESPONSIBLE: Continuing Education Committee
7. Provide Training and Experience using online conferencing tools (Blackboard). RESPONSIBLE: Continuing Education Committee
8. Plan for a stable financial base for the future. RESPONSIBLE: Finance Committee and Board