

**NYLA Strategic Plan 2012-2015 Approved 2 November 2011**

Strand	2012-2013	2013-2014	2014-2015
<p><b>Marketing Tools- One message for all</b></p> <ul style="list-style-type: none"> <li>● Support</li> <li>● Connection</li> <li>● Social media</li> </ul>	<ul style="list-style-type: none"> <li>● Mission/vision statement (change or reaffirm current statement)</li> <li>● Select PR consultant</li> <li>● Begin marketing campaign planning</li> <li>● Maximize use of social media access by making marketing tools available on all social media</li> <li>● More public awareness about libraries. Evaluate the effectiveness of the <i>Libraries are Essential</i> campaign from 2011-2012.</li> </ul>	<ul style="list-style-type: none"> <li>● Complete marketing campaign and launch</li> <li>● Maximize use of social media access by making marketing tools available on all social media</li> <li>● Focus resources on NYLA's agreed upon marketing campaign</li> </ul>	<ul style="list-style-type: none"> <li>● Continue implementing marketing campaign-evaluate results</li> <li>● Maximize use of social media access by making marketing tools available on all social media</li> </ul>
<p><b>Continuing Education</b></p> <ul style="list-style-type: none"> <li>● Social media</li> <li>● Flexible opportunities and times</li> <li>● All library types</li> <li>● Certification</li> <li>● Best practices articles</li> <li>● NYLA blog</li> <li>● Explain trends</li> </ul>	<ul style="list-style-type: none"> <li>● Flexible-webinars, online classes, regular classes around the state, videoconferencing, Google+ hangout, etc.</li> <li>● Best practices articles shared through social media-NYLA moderates conversation. Sections responsible for articles (Rocco Staino-ebulletin editor)</li> <li>● NYLA blog-others can watch but only members participate. Highlight relevance/opportunity for learning</li> <li>● Develop Emerging Issues Committee-contains new and veteran members-term is a set time period.</li> </ul>	<ul style="list-style-type: none"> <li>● Flexible-webinars, online classes, regular classes around the state, videoconferencing, Google+ hangout, etc.</li> <li>● Explore inter-state opportunities.</li> <li>● Best practices articles shared through social media-NYLA moderates conversation. Sections responsible for articles (Rocco Staino-ebulletin editor)</li> <li>● NYLA blog-others can</li> </ul>	<ul style="list-style-type: none"> <li>● Flexible-webinars, online classes, regular classes around the state, videoconferencing, Google+ hangout, etc.</li> <li>● Offer inter-state opportunities.</li> <li>● Best practices articles shared through social media-NYLA moderates conversation. Sections responsible for articles (Rocco Staino-ebulletin editor)</li> <li>● NYLA blog-others can</li> </ul>

	<p>Each section has a member on it. Each section also has its own Emerging Issues Committee. Members to include library school students and faculty. <i>Need purpose and or definition.</i></p> <ul style="list-style-type: none"> <li>• Certification- CE coursework for all librarians as required.</li> </ul>	<p>watch but only members participate. Highlight relevance/opportunity for learning</p> <ul style="list-style-type: none"> <li>• Continue to develop the Emerging Issues Committee</li> <li>• Certification- CE coursework for all librarians as required.</li> <li>• Evaluate effectiveness of continuing education components</li> <li>• Formalize relationship with library school students and faculty</li> </ul>	<p>watch but only members participate. Highlight relevance/opportunity for learning</p> <ul style="list-style-type: none"> <li>• Continue the Emerging Issues Committee</li> <li>• Certification- CE coursework for all librarians as required.</li> <li>• Evaluate effectiveness of continuing education components and make adjustments as necessary</li> <li>• Continue formal relationship with library school students and faculty</li> </ul>
<p><b>Advocacy</b></p> <ul style="list-style-type: none"> <li>• Statutory funding</li> <li>• Stay in front of funding</li> <li>• Legislative issues</li> </ul>	<ul style="list-style-type: none"> <li>• Continue effort to ensure stable/sustainable library funding</li> <li>• Continue work with NYSLibPAC-possible fundraising event at conference</li> <li>• Support/collaborate NYALS Library Champions campaign. Evaluate effectiveness.</li> <li>• Explore the possibility of librarians sitting on NYSED/DLD committees which target issues related to work in all types of libraries, e.g.: early</li> </ul>	<ul style="list-style-type: none"> <li>• Continue effort to ensure stable/sustainable library funding</li> <li>• Continue work with NYSLibPAC-possible fundraising event at conference</li> <li>• Partner with NYALS on advocacy issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue effort to ensure stable/sustainable library funding</li> <li>• Continue work with NYSLibPAC-possible fundraising event at conference</li> <li>• Partner with NYALS on advocacy issues.</li> </ul>

	childhood literacy/education		
<b>Building NYLA Library Community</b> <ul style="list-style-type: none"> <li>• Create sense of community among members</li> <li>• Regional presence across state</li> <li>• Social media</li> </ul>	<ul style="list-style-type: none"> <li>• Maximize social media to create a sense of community</li> <li>• Regional task forces to create social and/or educational meet and greets. Create a tool kit.</li> <li>• Use SSL/3R regions. Possible stipend for 3R person to organize this.</li> <li>• Structure for continued coordination with library schools. Give and present NYLA info to students. NYLA library student shout out/forum. Done in the digital environment.</li> <li>• Evaluate NYLA committee structure and effectiveness</li> <li>• Begin conversation with Library Trustees Association about trustee education and other collaborative efforts.</li> </ul>	<ul style="list-style-type: none"> <li>• Maximize social media to create a sense of community</li> <li>• Continue social and educational meet and greets. Use tool kit.</li> <li>• Continued coordination with library schools to present NYLA info to students, e.g.: digital student forum</li> <li>• Establish new/modified committee structure for NYLA</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate effectiveness of social media, meet and greets, coordination with library schools, and committee structure.</li> </ul>
<b>Role of NYLA to Convene Conversations that Matter</b> <ul style="list-style-type: none"> <li>• Public awareness campaign</li> <li>• Trustees</li> <li>• NYLA operational support</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate opportunities for shared services.</li> <li>• Create task force to explore ideas for new and sustainable revenue sources for NYLA</li> <li>• Maximize social media to convene conversations that matter.</li> <li>• Conversations that matter will have a forum at the NYLA conference.</li> <li>• Begin conversation with Library Trustees Association about trustee</li> </ul>	<ul style="list-style-type: none"> <li>• Begin shared services efforts.</li> <li>• Implement task force ideas.</li> <li>• Maximize social media to convene conversations that matter.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue shared services efforts.</li> <li>• Evaluate effectiveness of task force ideas.</li> <li>• Evaluate effectiveness of social media as a vehicle for conversations that matter.</li> </ul>

<ul style="list-style-type: none"><li>• Social media</li></ul>	education and other collaborative efforts.		
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