



NYLA Strategic Plan 2014 - 2017

The following 2014-2017 NYLA Strategic Plan was developed by a taskforce of NYLA Council members, providing revisions and updates to the NYLA Mission Statement, and establishing a new set of Guiding Principles.

Proposed Revised NYLA Mission Statement:

NYLA leads, educates, and advocates for the advancement of the New York library community.

NYLA will advance this mission, in partnership and collaboration with; public, school, academic and special libraries, library systems, librarians and library staff, library trustees, and friends; and is committed to these

Guiding Principles:

*NYLA **advocates** for the New York library community.*

*NYLA advances **excellence** in New York libraries.*

*NYLA enhances **member engagement**.*

Further clarification of each Guiding Principle and defined goals for each:

*NYLA **advocates** for the New York library community.*

- Introduce and influence legislation and policy impacting libraries and library funding.
- Assert the position of libraries as an essential part of New York's education infrastructure.
- Cultivate Library Champions.
- Promote free and equal access to information.
- Develop comprehensive messaging strategy.

Advocacy Goals

- Tie Library Aid funding to sustainable annual education increases.
- Pass a bill requiring an elementary school librarian in all schools.
- Address eContent access issues.
- Develop advocacy & communication calendar; templates and toolkits
- Monitor Civil Service issues.

*NYLA advances **excellence** in New York libraries.*

- Deliver top quality professional development.
 - Conference
 - Webinars
- Promote exemplars and best practices.
- Provide training for the development of leaders and leadership skills.
- Encourage diversity of the library profession.

Excellence Goals

- Evaluate effectiveness of organization's professional development and continuing education activities.
- Identify opportunities for partnerships to encourage diversity.

- Create a unified NYLA-wide professional development and continuing education calendar.
- Increase participation in, and awareness of, NYLA awards.
- Identify opportunities to encourage sustainability in all aspects of libraries and library service.
- Explore creating a NYLA program planning institute.

NYLA enhances member engagement.

- Create multiple pathways for member involvement.
- Provide and promote leadership opportunities within the organization.
- Encourage inter-member communications.
- Cultivate a diverse and robust NYLA membership via recruitment and retention activities.
- Engage iSchools.

Member Engagement Goals

- Reach 5,000 individual members.
- Reach 500 organizational members.
- Arrange informal regional events.
- Develop NYLA Involvement Pathway Guides.
- Educate members on communication options.

Strategic Planning Taskforce Members:

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