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:

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<th>NYLA advocates for the New York library community.</th>
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<td>▪ Introduce and influence legislation and policy impacting libraries and library funding.</td>
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<td>▪ Assert the position of libraries as an essential part of New York’s education infrastructure.</td>
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<td>▪ Cultivate Library Champions.</td>
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<td>▪ Promote free and equal access to information.</td>
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<td>▪ Develop comprehensive messaging strategy.</td>
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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.

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<th>NYLA advances excellence in New York libraries.</th>
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<td>▪ Deliver top quality professional development.</td>
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<td>▪ Conference</td>
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<td>▪ Webinars</td>
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<td>▪ Promote exemplars and best practices.</td>
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<td>▪ Provide training for the development of leaders and leadership skills.</td>
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<td>▪ Encourage diversity of the library profession.</td>
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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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