

# NCLA 2014-2016 Strategic Plan

Purpose



Goals



# NCLA 2014-2016 Strategic Plan

---

## Overview

During the NCLA Board Retreat, which took place January 30<sup>th</sup> and 31<sup>st</sup>, 2014, board members were randomly assigned to small discussion groups with the charge of identifying NCLA's current purpose and goals.

There was some confusion on whether this was for NCLA's overall purpose and goals as an organization as identified by the constitution or whether these were strictly for the next biennium. Considering NCLA is also conducting a review of its overall board structure, it was determined that the results of this board retreat served dual purposes:

1. Goals, and more specifically objectives and activities within these goals, to be accomplished over the next biennium.
2. Draft purposes and potential revised mission statement and revised constitutional goals.

## Protocol

Nine groups comprising of 3-5 board members met for one hour to discuss NCLA's purpose and high priority goals. Each group's identified purposes and goals were placed on poster paper and posted on the wall for all other groups to see. The sticky wall process was used to help "crowd source" the highest rated purposes and goals.

After the retreat all ideas were typed out, analyzed, and collapsed further to reflect both the purposes and goals that received the highest number of votes.

Following small refinements this strategic plan was adopted by the NCLA Executive Board on Friday July 25, 2014.

## PURPOSE & GOALS

Four primary purposes were identified by the NCLA board members - Inform, Support, Connect, and Reflect Diversity – along with 26 high priority goals aligned under each of the purposes identified.

### Purpose 1: Inform

#### Goal 1.1: Provide professional development opportunities

- 1.1.1: Networking and informal training
- 1.1.2: Professional development
- 1.1.3: Encourage a culture of research, publication, service, and recognition
- 1.1.4: Mentoring – formal/informal

## **Goal 1.2: Address library related issues**

1.2.1: Discussion (communication through listserv, website, social media)

1.2.2: Establish sections (RT, committees) that are relevant and represent the diverse interests of the association to promote unity and cooperation

1.2.3: Provides resources

1.2.4: Diversity

## **Goal 1.3: Encourage innovation to keep libraries relevant**

## **Goal 1.4: Empower education through literacy and lifelong learning**

## **Goal 1.5: Promote libraries as community spaces**

## **Goal 1.6: Educate on current and emerging information services**

## **Purpose 2: Support**

### **Goal 2.1: Create leadership initiatives and opportunities for professional development and growth**

2.1.1: Encourage involvement

2.1.2: Collaborative mindset

2.1.3: Respect everyone's point of view

2.1.4: Develop mentoring opportunities

### **Goal 2.2: Support and mentor librarians through change**

### **Goal 2.3: Support and advocate for different types of literacies:**

2.3.1: Information literacy

2.3.2: Technology literacy

2.3.3: Digital literacy

2.3.4: Reading literacy

### **Goal 2.4: Support the right to unfettered access to information**

### **Goal 2.5: Support challenged and under-served populations across the state and within the profession**

### **Goal 2.6: Support the diversity of information needs in the state**

**Goal 2.7: Advocate for and promote libraries and librarians across North Carolina**

**Goal 2.8: Support library and the library community**

### **Purpose 3: Connect**

**Goal 3.1: Foster a culture of collaboration**

**Goal 3.2: Advocate for libraries to citizens and government**

**Goal 3.3: Create community among all types of libraries**

**Goal 3.4: Connect library workers to each other**

**Goal 3.5: Create an atmosphere of inclusion**

**Goal 3.6: Facilitate virtual communication and connection among members**

**Goal 3.7: Provide a forum for discussion of library-related issues**

### **Purpose 4: Reflect Diversity**

**Goal 4.1: Promote respect and inclusion in staffing and collections**

**Goal 4.2: Ensure the organization reflects the diversity of the communities we serve**

**Goal 4.3: Attract and retain a diverse group of new leadership that represents the community they serve**

**Goal 4.4: Raising awareness and forum for change for concerns of minorities and women in the profession**

**Goal 4.5: Provide opportunities for minorities**