

VLA STRATEGIC PLAN

May 2006-May 2009

VLA MISSION

The Vermont Library Association is an educational organization committed to the development, promotion, and improvement of library and information services and librarianship in the State of Vermont with the goal of insuring equal access to information for all residents of the State.

The VLA Board has identified six strategic areas:

ADVOCACY

This strategic area concerns the efforts of VLA in the area of advocating on behalf of the libraries in the state of Vermont.

- Promote the activities and services of libraries statewide.
- Advocate for the establishment of statewide funding for libraries.
- Explore with Vermont legislators the possibility and process of strengthening the Vermont statute protecting library patron confidentiality.
- Adopt a resolution in support of health-care reform in Vermont.
- Advocate for better salaries for Vermont librarians.
- Monitor and encourage response to pending legislation that affects libraries.

EDUCATION

This strategic area addresses issues relating to the education and professional development of librarians in Vermont.

- Promote librarianship as a profession and courage new people to enter the field.
- Provide and promote opportunities for members wishing to pursue MLS degrees.
- Provide continuing education opportunities that will be of benefit and interest to all of our members.
- Provide mentoring opportunities for new librarians.
- Co-sponsor and organize the Vermont Library Conference with VEMA.

INTELLECTUAL FREEDOM

This strategic area has to do with promoting and protecting intellectual freedom for all Vermonters.

- Continue to train VT librarians about issues relating to intellectual freedom.
- Conduct a survey of Vermont libraries to learn about confidentiality policies and needs for education and support.

- Provide training to educate VT librarians about confidentiality (based upon survey findings).
- Explore with Vermont legislators the possibility and process of strengthening the Vermont statute protecting library patron confidentiality.
- Sponsor John Swan Intellectual Freedom Lecture every other year beginning in 2007.

MEMBERSHIP

This strategic area addresses issues relating to the recruitment and retention of members, as well as to the services provided to members.

- Provide more opportunities for members to be active in the association.
- Provide more opportunities in the organization for Academic and Special Librarians and for Library Trustees.
- Evaluate and improve communications with and between VLA members.

PARTNERSHIPS

This strategic area addresses the need for VLA to build lasting working relationship with other organizations.

- Strengthen and establish partnership with other library organizations in the state/region and create opportunities for communication between VLA, the VT Board of Libraries, the VT Department of Libraries, the Vermont Educational Media Association, and the Association of Vermont Independent Colleges among others).
- Create alliances with other organizations that have compatible missions (such as Vermont League of Cities and Towns, Vermont Booksellers Association, Vermont Publishers Association, Vermont Newspapers Association, Vermont Humanities Council, Vermont Museum and Gallery Alliance).

STRUCTURE AND GOVERNANCE

This strategic area has to do with the work of running the organization.

- Establish a procedure for annually reviewing the VLA Strategic Plan.
- Develop and implement a better process for continually reviewing and updating association policies.
- Evaluate whether or not the current Committee and Section structure of the association best suits the needs of the association and of the membership.
- Develop a more effective means of orienting, training, and mentoring new VLA officers, committee chairs, and section presidents.
- Develop a better process for ensuring that VLA materials are appropriately archived.

