

VLA STRATEGIC PLAN

May 2009-May 2012

Updated July 10, 2008

(with additions Sept. 2, 2008 from meeting notes)

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.

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.

1. Promote the activities and services of libraries statewide.
2. Develop a plan to raise the visibility of libraries.
3. Advocate for the establishment of statewide funding for libraries.
4. Advocate for better compensation for Vermont library workers.
5. 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.

1. Promote librarianship as a profession and courage new people to enter the field.
2. Promote opportunities for members wishing to pursue MLS degrees.
3. Provide continuing education opportunities that will be of benefit and interest to all of our members.
4. Provide mentoring opportunities for new librarians.
5. Co-sponsor and organize the Vermont Library Conference with VSLA.
6. Work with DOL to review and evaluate the certification process.
7. Explore new methods for offering continuing education opportunities (e.g., distance learning models).

INTELLECTUAL FREEDOM

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

1. Continue to train VT librarians, trustees and administrators about issues relating to intellectual freedom.
2. Provide training to educate VT librarians about confidentiality.
3. Create a directory of attorneys who specialize in 1st Amendment issues.
4. 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.

1. Provide more opportunities for members to be active in the association.
2. Provide more opportunities in the organization for Academic and Special Librarians and for Library Trustees.
3. Evaluate and improve communications with and between VLA members.
4. Welcome new librarians through personal contact with VLA members.

PARTNERSHIPS

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

1. Strengthen and establish partnerships with other library organizations in the state/region and create opportunities for communication between VLA, VT Board of Libraries, the VT Department of Libraries, the Vermont School Library Association, and the Association of Vermont Independent Colleges, Vermont State College Libraries, Green Mountain Library Consortium, Vermont Consortium of Academic Libraries (among others).
2. 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, American Civil Liberties Union (among others)).

STRUCTURE AND GOVERNANCE

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

1. Evaluate whether or not the current Committee and Section structure of the association best suits the needs of the association and of the membership.
2. Develop a more effective means of orienting, training, and mentoring new VLA officers, committee chairs, and section presidents.
3. Develop a better process for ensuring that VLA materials are appropriately archived.
4. Update the VLA bylaws.