

Washington DC Chapter 2010 Strategic Plan & Priorities

Presented January 7, 2010



Chapter Facts – Part 1

- **Established 1940** (2010 is the 70th anniversary)
- Formed out of the Maryland Chapter
- Encompasses DC and adjoining MD & VA counties
- **1,000+ members** (largest SLA Chapter)
 - 30 US states
 - 12 foreign countries
- **Diverse mix of libraries** (*national, law, science, Federal, financial, corporate, and vendors*)



The Washington DC Chapter of the Special Libraries Association (DC/SLA) is the largest SLA chapters in the world, boasting 1,000+ members from 30 US states and 12 foreign countries. Its members lead scores of libraries, including national libraries, law libraries, science libraries, and Federal libraries from all branches of the US Government, which combined, represent millions of dollars in annual purchasing power. The DC Chapter encompasses the entire Metro area including Washington DC and adjoining counties in Virginia and Maryland (see quote from Chapter Governance below).

“The membership of the Chapter shall be those members of the Association who reside or work within the geographic boundaries of the Chapter, or who elect to affiliate with the Chapter. The Chapter boundaries shall be defined as the District of Columbia, Montgomery and Prince George's Counties in the State of Maryland, and Arlington and Fairfax Counties, and the City of Alexandria and Fairfax City in the Commonwealth of Virginia.”

Chapter Facts – Part 2

- **56 major SLA awards won** (*including Fellow, Leadership, Diversity, Innovation, John Cotton Dana, Rose Vormelker, and Hall of Fame awards*)
- **Started 19 groups** and founded SLA Divisions (*notably Government Information, Knowledge Management, and Military Libraries Divisions*)
- **Produced four SLA Presidents**
- **Hosted SLA Annual Conference** six times



In our nearly 70-year history, our chapter members have earned more than 56 major SLA awards including Fellow, Leadership, Diversity, Innovation, John Cotton Dana, Rose Vormelker, and Hall of Fame awards. Our chapter members have also started 19 groups within the Chapter, and have founded SLA Divisions, most notably the Government Information Division, the Knowledge Management Division, and Military Libraries Division. DC/SLA has produced four SLA Presidents (including the 2010 SLA President); and has hosted the Annual Conference six times (including the June 2009 Conference).



“(It) seems evident enough from all that has been said, that the old type of library must **MODIFY ITSELF IN ACCORDANCE WITH THE NEW NEEDS which the EVOLUTION OF KNOWLEDGE and the growth of print** have created”

–John Cotton Dana,
“Librarian at Large”



Now is not the time to rest on our laurels – we must change ourselves to match the new realities and to help prepare our membership to change as well.

Vision

*The Washington, DC Chapter of the
Special Libraries Association
is the recognized model of excellence
as it prepares knowledge leaders
for the future.*



This is our grand vision that we are striving towards over the next couple years as a Chapter and as an Association.

Mission

The Washington, DC Chapter of the Special Libraries Association leverages the unique resources available in the nation's capital and empowers information professionals to succeed now and in the future by providing a dynamic atmosphere in which to build and share their expertise. We advocate the value of the profession, provide professional development and networking opportunities, and advance the practice of knowledge management.



(with emphasis) The Washington, DC Chapter of the Special Libraries Association **leverages the unique resources** available in the nation's capital and **empowers information professionals** to succeed **now and in the future** by providing a **dynamic atmosphere** in which to build and share their expertise. We **advocate the value** of the profession, provide **professional development** and **networking opportunities**, and advance the practice of **knowledge management**.

Core Values

Professional:

- Leadership
- Accountability & Results
- Service

Association:

- Continuous Learning & Professional Development
- Knowledge Sharing & Collaboration
- Advocacy & Empowerment



These core values should govern our drive towards our vision and mission through the five goals.

Core values for the profession include:

- Leadership – ensuring that organizations have access to information, insights and trends that facilitate good decision-making and create competitive advantage.
- Accountability & Results – saving organizations time and money by providing value-added intelligence that is accurate, reliable and relevant.
- Service – delivering expert information to our organizations in a timely, accessible and convenient manner.

Core values for the association include:

- Continuous learning & professional development – providing continuous learning opportunities to discover and master emerging technologies, develop leadership skills, and achieve professional success.
- Knowledge sharing & collaboration – leveraging global networking opportunities to promote knowledge sharing and the exchange of information, innovative ideas, insights and trends.
- Advocacy & Empowerment – serving as the unified voice for the profession, advocating its value, promoting best practices, and empowering members to become critical assets within their organizations.

(1) Membership and Participation

Grow and support a vital and active chapter representing a broad demographic of information professionals

- Establish a Volunteer Coordinator position
- Promote volunteer opportunities
- Establish a Membership Committee



First of five strategic goals for the Chapter:

- Establish a Volunteer Coordinator position to encourage and identify potential volunteers for short-term and long-term efforts
- Create a regularly-updated list of volunteer opportunities - make them clear, well known, and short in duration.
- Establish a Membership Committee to assist the Membership Director. Task the Membership Director and committee to expand new recruitment efforts and define marketing messages showing value of membership to help retain existing members.

(2) Communications

Maintain a communications infrastructure providing timely and high quality information dissemination and exchange that benefits individual members and Chapter/Association leaders

- Re-scope the Communications Secretary
- Create a Marketing/Communications committee
- Re-scope the Archivist position
- Rebuild *Chapter Notes* on the Web
- Create monthly e-mail newsletter to supplement
- Simplify Web site admin
- Provide summary of Board actions to membership



Second Chapter goal:

- Re-scope the Communications Secretary to include oversight of the web site and discussion list.
- Create a Marketing/Communications committee, including the former Web committee and discussion list administrator and chaired by the Communications Secretary. This committee will be responsible for developing the communications strategy for the chapter (including branding) and reviewing the impact of the chapter's efforts with membership using tools such as surveys.
- Re-scope the Archivist position & create committee to help digitize the paper chapter records and to expand efforts to also capture and preserve digital chapter records, including a snapshot of the membership list, the newsletters, web site, financial files, and history of the chapter.
- Rebuild the *Chapter Notes* newsletter to take better advantage of web technologies while still providing an archival and printable product.
- Aggregate event announcements into an e-mail newsletter – Marketing/Communications Committee combined with Chapter Notes staff to determine scope and frequency.
- Simplify the administration of the chapter web site and event calendar. Ensure that the site is an effective and efficient communications tool for the chapter, supplementing with other web platforms where necessary. Establish Web liaison positions to help promote chapter activities onto those platforms and to encourage the chapter to do more in those spaces.
- Explore using the internal wiki to post draft minutes and manage edits.
- Have President broadcast a summary of decisions/actions of the board to the membership list on a regular basis.

(3) Finances

Run a fiscally responsible organization

- Quarterly financial summaries to membership
- Expand fundraising efforts
- Maintain a balanced budget and ensure adequate reserves



ThirdChapter goal:

- Provide greater transparency of Board actions including making a quarterly summary financial statement available to members.
- Expand fundraising efforts to put chapter back on secure financial footing.
- Create and maintain a budget that ensures adequate reserves (three year of allotment) and is also balanced (does not plan to spend more than available funds).
- Establish a Fundraising Committee under the charge of the Fundraising Director to ensure continuity of operation.

(4) Outreach / Community Service

*Provide outreach programs and community service opportunities
for all members*

- Enhance mentoring opportunities at all levels
- Build an Employment/Career Connection web portal
- Create a Retirement committee
- Build stronger and additional connections to library schools, both local and virtual schools



Fourth Chapter goal:

- Enhance/expand mentoring opportunities between library students and professionals. This should both be for new employees as well as mid-career professionals.
- Partner with other area groups to develop a joint strategy for mentoring.
- Build a top-level Employment/Career Connection web portal including job finder resources, professional development plans, career advice exchange, etc.
- Investigate the creation of a Retirement committee to explore services designed for retired members, understand how to take advantage of retired members in mentoring, and develop programs to help older members prepare for retirement/second careers.
- Create a committee (or enhance the existing young professional committee) focused on building a physical/virtual community for library school students in the area – establish liaisons with all library schools in the area, including UMD, CUA, San Jose, Drexel, NC, etc.

(5) Programming & Events

Provide the chapter's broad demographic of membership with a variety of appealing and easily accessible programs and events, focusing heavily on professional development, but also including networking and special interest opportunities.

- Simplify the ticketing process
- Coordinate with other area library groups
- Establish new series of programs, such as Library Director, and Technology series
- Use WebEx more
- Establish event programming guidelines



Create diversity of programs



Fifth Chapter goal:

- Streamline/simplify the event registration and payment process
- Coordinate with other library groups (DCLA, ASIST, LLSDC, FLICC, and FAFLRT) to share calendars and develop joint programs.
- Establish a Library Director speaker series
- Enhance access to programs by utilizing virtual event technologies such as WebEx more, where possible.
- Establish event programming guidelines to ensure consistency between programs and administrations.
- Encourage each committee to develop at least one program for the chapter – vary the location, time and day to maximize access.

Committee Additions in 2010

- Establish Archive Committee
- Establish Communications/Marketing Committee
- Expand Library School Liaisons
- Establish Member Relations (Membership) Committee
- Establish Retirement Committee
- Fill Volunteer Coordinator position
- Establish Web Ambassador positions



Committee additions being proposed in 2010:

- Archive committee - This committee will develop policies, plans, and actions focused on making the historical Chapter archive more accessible and preserved for the future. This includes selective digitization and digital preservation of current materials.
- Communications/Marketing Committee - Assist the Communications Secretary in developing a cohesive communications strategy, combining our e-mail, calendar, Web, and Chapter newsletter outlets into a comprehensive strategy.
- Library School Liaisons - Focus on building a physical/virtual community for library school students in the area by adding liaisons from all library schools represented in the area, both physical and distance learning. Please note what school you'd like to represent.
- Member Relations Committee - Reports to the Membership Director to promote the benefits of members, expand recruitment of new members, and make recommendations for ways to retain existing members.
- Retirement Committee - To explore services designed for retired members, understand how to take advantage of retired members in mentoring, and to develop programs to help older members prepare for retirement/second careers.
- Volunteer Coordinator - Assist the President in identifying volunteer opportunities, recruiting potential volunteers, encouraging volunteerism within the Chapter, advertising and coordinating the various opportunities within the Chapter, and highlighting volunteerism.
- Web Ambassador - To ensure that our events are reaching our membership where they are, we are looking for members to serve as an ambassador between the DC/SLA Chapter and the FaceBook group, the Second Life activities, and the YouTube channel we've created. We'd also like the ambassadors to report back to the chapter with ideas of how to best take advantage of the environments for our members.