

**Minnesota Chapter
Special Libraries Association
Strategic Plan**

October 2005

MISSION STATEMENT

The mission of the Minnesota Chapter of the Special Libraries Association is to provide a forum wherein individuals with a professional, scientific, or technical interest in special librarianship or information management can advance their intellectual capabilities and applied skills to benefit themselves, their organizations, and society.

GOALS

1. **MEMBER RELATIONS:** Integrate new members and stimulate increased member participation to keep the Chapter vital and active.
2. **EDUCATION:** Provide strategic professional development opportunities that address both the diversity of members and the changing information environment.
3. **NETWORKING:** Strengthen and support member-to-member access and communication to take full advantage of specialized expertise and knowledge within the Chapter.
4. **COMMUNICATIONS:** Continue to develop the chapter's existing communications infrastructure. Promote and support the Chapter's activities by developing more content to publish through the various channels developed.
5. **PUBLIC RELATIONS:** Develop a public relations strategy that communicates the purpose and value of the information professionals in the Minnesota Chapter to employers and the general public.
6. **CHAPTER ADMINISTRATION:** Strengthen and support the administrative structure of the Chapter Executive Committee and Committee Chairs.
7. **MENTORING:** Provide opportunities for mentoring within the Chapter and the profession.

GOAL: MEMBER RELATIONS

Integrate new members and stimulate increased member

participation to keep the Chapter vital and active.

Objectives:

1. Develop new strategies and refine existing programs for welcoming and mainstreaming new members. Possible strategies include:

- Continue a "first meeting mentor" program (a current member would volunteer to host a new member at his or her first meeting).
- Hold an annual reception to recognize and welcome members who have joined during the year.

2. Develop strategies to retain current Chapter members and recruit new ones. Possible strategies include:

- Recruit all people who subscribe to the Chapter discussion list but are not SLA members to become SLA and MN Chapter members.
- Continue to provide high-quality speakers on relevant, contemporary topics at Chapter programs or continuing education events.
- Create programs that recognize contributions to the chapter and to the profession.

3. Regularly measure member satisfaction with Chapter programs, activities and member benefits and investigate potential barriers to participation/meeting attendance. Possible strategies include:

- Perform a member survey every 3 to 5 years to address satisfaction with current activities, unmet needs and possible barriers to participation.
- Use meeting evaluation forms to gather input on the quality of each meeting.
- Hold focus group interviews with members who are not active to help identify unmet needs and barriers.
- Add feedback button on the Chapter web page to collect comments from members who might never fill out a survey form.
- Utilize quick survey methodology, such as SurveyMonkey, as appropriate to solicit input or feedback from Chapter members.

4. Stimulate greater member participation through communication of opportunities for participation in Chapter and Association activities and recruitment for committee work of

people who have not been involved previously. Strategies include:

- Benchmark other SLA chapters and information organizations as sources of ideas to encourage member participation and input.

5. Establish mechanisms to recognize member contributions. Possible strategies include:

- Establish a program for recognizing Chapter members who author professional articles, papers and presentations.
- Establish means to recognize members who have volunteered their services to the Chapter during the year.

GOAL: EDUCATION

Provide strategic professional development opportunities that address both the diversity of members and the changing information environment.

Objectives:

1. Offer at least one educational opportunity per year that focuses on important changes in information technologies and information management.
2. Plan and implement at least one professional development opportunity per year that focuses on leadership skills and techniques.
3. Sponsor a joint meeting with a local association that has similar professional development interests (e.g. the American Marketing Association, Society of Competitive Information Professionals).
 - Explore joint meeting with business groups (e.g., American Management Association) or business schools (e.g. St. Thomas or UM Carlson School of Business) to facilitate better understanding on role and value of special librarians.
4. Determine funding options and procedures for providing grants to members who wish to pursue further professional development opportunities.
5. Continue aggressive program of fundraising to provide lower cost educational programs to members. Possible strategies include:
 - Obtain vendor sponsorship of a CE event and ensure that attendees know the "full" rate vs. the "reduced" rate

due to vendor sponsorship.

- Obtain vendor sponsorship for one or more "scholarships" to a CE event
- Establish a Chapter "CE scholarship" for one or more attendees.
- Approach vendors for support for the Aspnes scholarship.

GOAL: NETWORKING

Strengthen and support member-to-member access and communication to take full advantage of specialized expertise and knowledge within the Chapter.

Objectives:

1. Encourage and support formal or informal interest groups within the Chapter (e.g. solo librarians or engineering librarians).
2. Promote member expertise through such methods as short presentations at monthly meetings, spotlight articles in the Bulletin, poster sessions or discussion roundtables.
3. Ensure that all Chapter members are subscribed to the Chapter discussion list or have the opportunity to subscribe.
 - Send an annual email notice to all Chapter members with email addresses regarding how to subscribe to the Chapter discussion list, followed by a postcard to their US mailing address with the same information
5. Prepare and communicate guidelines to expand the use of the Chapter discussion list to include items other than meeting announcements
6. Encourage board members to disperse and circulate at chapter meetings to encourage communication and participation.

GOAL: COMMUNICATIONS

Continue to develop the chapter's existing communications infrastructure. Promote and support the Chapter's activities by developing more content to publish through the various channels developed

Objectives:

1. Establish a Communications group to evaluate what content should be communicated to members and how this may best be communicated.
2. Use the Chapter discussion list to promote Chapter events

and lively interchange on professional and chapter related topics or issues. One way to do this may be to:

- Develop a policy for expanded use of the chapter discussion list, including how the list will be monitored (suggestion: use the SLA Leadership Discussion List as a model)
3. Work on ways to optimize and use the website, bulletin, discussion list, posting of the minutes, to increase chapter communications.
 4. Communicate a summary of chapter meetings.
 5. Find ways to incent membership to add to chapter communications (meeting summaries, bulletin, etc.)

GOAL: PUBLIC RELATIONS

Develop a public relations strategy that communicates the purpose and value of information professionals in the Chapter to employers and the general public.

Objectives:

1. Establish a task force to define the key message about the Chapter and explore strategies for marketing and promotion.
2. Develop a Minnesota Chapter message using Association materials to promote SLA locally.

GOAL: ADMINISTRATION

Strengthen and support the administrative structure of the Chapter Executive Committee and Committee Chairs of the Minnesota Chapter.

Encourage board members to delegate and create committees, both to help with the workload and to create new opportunities for member participation. An example of such a committee is the current Membership committee. Possible committees to create include:

- Awards committee to create and maintain various forms of recognition to encourage member participation and development.
- Communications committee to develop communications technologies and content.
- Program committee to continue to create interesting chapter activities and programs.

GOAL: MENTORING

Provide opportunities for mentoring within the Chapter and the profession.

1. Continue to work with the Student mentoring chair to develop a mentor program for upcoming professionals in cooperation with the College of St. Catherine and other appropriate educational institutions.
2. Develop a program to mentor and develop the elected and appointed Chapter leadership. Possible strategies include:
 - Require board members to have a written training plan to assist transition to newly elected/appointed members.
 - Structure the transition business meeting (currently the summer meeting) to give time to educating new board members in their roles.