

**St. Louis Metro Area Special Libraries Association Five Year Strategic Plan
Taking Us to our 70th Anniversary Year
2006-2011**

Vision: SLA is a global organization for innovative information professionals and their strategic partners.

Values:

Innovation and Continuous Learning
Advocacy, Leadership and Service
Collaboration, Partnering and Networking

Mission: The Special Libraries Association promotes and strengthens its members through learning, advocacy and networking initiatives.

Implementation: Per the Chapter's Practices Manual, the Past President will act as the Strategic Planning Chair.

Goals and Objectives

A. Innovation and Continuous Learning

1. Goal: The Chapter will provide formal and informal continuing education opportunities which will: develop and enhance professional competencies, foster professional and personal growth, acquaint the membership with new technologies, trends and innovations and enhance leadership skills via a wide range of real and virtual programs of the highest quality and relevance.

Objectives: The Program Committee will foster learning through our Chapter programs. The Chapter will promote and publicize learning opportunities provided by the Association such as the Professional Development programs, Click University, the Annual Conference, the Leadership Summit, and SLA scholarship opportunities. Members will be encouraged to share new practices they have learned from attending conferences and classes. Chapter programs will acquaint members with the latest technologies, trends and innovations within the profession.

B. Advocacy, Leadership and Service

1. Goal: The Chapter will promote the value of our profession and the Association to our employers, colleagues and the general public.

Objective: We will work to educate the public, co-workers, employers and institution decision makers of the important and varied roles information professionals can play in an organization by such strategies as opening up our programs and networking events to guests, publicizing our programs and community outreach efforts to the media, and encouraging members to write for

professional, industry and general interest publications.

2. Goal: Keep abreast of library advocacy on state and national government levels.

Objectives: The Government Relations Chair will continue to pass on information about legislation and government affairs which affect libraries. Members will be encouraged to lobby and advocate for the profession and to pass on information on any legislation which would affect libraries to the membership.

3. Goal: Develop and foster leadership skills in the Association and profession.

Objectives: We will work to develop leaders who can advocate for our Association, Chapter and profession. We will encourage, support and mentor members who seek and accept leadership positions in the Chapter, in divisions, and in the Association. We will support members who take leadership positions in their professional and personal lives. The Chapter will promote the benefits and value of taking leadership roles. We will encourage participation in the Annual Conference and Leadership Summit.

4. Goal: Explore ways for members to share their experiences and expertise with others.

Objectives: The Chapter will encourage members to share their knowledge by such strategies as asking them to present a program, encouraging members to write for the SLATE or by developing a roster of members willing to serve as a resource, share a special skill or to mentor those seeking career guidance. We will encourage members who have attended conferences or had special training to share what they have learned.

C. Collaboration, Partnering and Networking

1. Goal: The Chapter will continue to provide a wide variety of formal and informal networking opportunities for the members.

Objective: The Chapter will continue to provide networking opportunities through such venues as: formal meetings, happy hours, lunch meetings, and other social settings.

2. Goal: Encourage open communication between members, the Chapter and the Association.

Objectives: The Chapter will explore ways to enhance communication between the Board and our membership, within our membership, and with the Association through various tools such as: surveys, our web site, listservs, blogs, and the SLATE. New avenues of communication technology will be explored as they become available. Communications sent to the Chapter Leadership from the Association will be passed on to members in a timely fashion. Members will be encouraged to attend the Business sessions at Annual Conference.

3. Goal: We will mentor and support those who are new to the profession, to special libraries, to our area or Chapter.

Objectives: The Chapter will continue to offer, publicize and evaluate our mentoring program to students, new librarians and librarians who are new to the St. Louis Metro area.

4. Goals: Develop and maintain relationships with other library organizations in our area.

Objectives: The Chapter will continue to reach out to other library organizations in the area by such strategies as: inviting them to our programs, partnering with on joint ventures, cross-posting notices of conferences or events held by other groups or by inviting library leaders from other organizations to present a program. We will work to develop better communication with other library organizations.

5. Goal: Increase ties with area Library and Information Technology graduate programs.

Objectives: We will continue to partner with area Library and Information Technology schools by offering programs and services of interest to library students through our Student Relations Ad Hoc Committee, by promoting SLA student awards and scholarships to students, and by promoting communication with the staff and faculty of area Library and Information Technology programs. We will continue to offer career guidance through our Career Guidance Chair. We will continue our efforts to recruit library students to the Chapter, to mentor them and support any leadership activities which they pursue in the Chapter.

6. Goal: The Chapter will recruit and maintain members.

Objectives: We will explore ways to recruit and maintain members by reaching out to students, to librarians who are new to our area, and to those in related professions. We will continue to explore ways to recruit members from minority populations. We will educate potential members as to the benefits of the association. We will continue to offer the unemployment benefit program to retain members who are between jobs. We will monitor member needs, preferences and level of member satisfaction with the Chapter. We will continue to recognize and celebrate the contributions of our members. We will work to increase participation of members at programs, events and conferences.

7. Goal: The Chapter will increase our ability to work with vendors in strategic alliances.

Objectives: We will continue to work with vendors as sponsors of our programs, as members, as program presenters and as partners who are concerned with the directions of the information profession. We will acknowledge their support of the Chapter. We will seek out new vendor partnerships.