



New Jersey Library Association Strategic Plan

Core Values

- Libraries throughout the state are responsive to user needs and expectations
- Libraries promote the habit and a love of reading
- Libraries are key centers for lifelong learning and focal points of community life
- Libraries partner with others to assure access to print and electronic information for all residents
- NJLA serves as the voice on library issues in New Jersey
- The collective vision of NJLA members effectively leads the libraries of the state to filling a vital role for residents in the 21st Century
- Libraries and librarians regard membership in NJLA as essential and vital to their success and professional growth

Mission Statement

The New Jersey Library Association provides vision and leadership for the library community and serves as the voice of New Jersey libraries and librarians.

Through the commitment and action of our members, we:

- Provide a forum to address issues of importance to libraries and librarians
- Serve as advocates for quality library service and access to materials for all
- Support the principles of intellectual freedom
- Provide members with professional growth and development opportunities
- Promote the importance of libraries and librarians in the state
- Encourage staff diversity in libraries in the state

Goals

Goal 1: Advocacy

NJLA, in partnership with others in the library community, will be an effective voice with funding sources, governing bodies and governmental officials on issues which impact library services.

Goal 2: Vision and Leadership

NJLA will enable members to develop a collective vision of the future direction of libraries in the state and support them in their efforts to attain that vision.

Goal 3: Partnerships/Alliances

Important issues and goals of the library community will be addressed through effective organizational alliances.

- Goal 4: Public Opinion and Support** The public and communities of New Jersey will strongly support their libraries.
- Goal 5: Member Service** Libraries and librarians throughout New Jersey will find value and benefit in NJLA membership.
- Goal 6: Visibility** As the voice of New Jersey libraries and librarians, NJLA will develop a position of increased visibility.

Goals and Objectives

Advocacy

Goal 1: NJLA, in partnership with others in the library community, will be an effective voice with funding sources, governing bodies and governmental officials on issues which impact library services.

Objectives:

1.1 Develop a yearly legislative platform that clearly communicates a vision of library services for the residents of New Jersey. **(Public Policy Committee)**

Activities:

- Revisit, revise and reaffirm the NJLA legislative platform each year
- Seek, when appropriate, the introduction of legislation which supports the advancement of library service
- Develop and disseminate position papers and fact sheets to further NJLA’s legislative initiatives
- Use the NJLA webpage as a primary source for information regarding NJLA’s legislative positions and action
- Seek endorsement of NJLA’s legislative positions from other organizations that could assist in advancing this agenda

1.2 Monitor state and federal legislative activity regarding issues of importance to the library community. **(Public Policy Committee, Intellectual Freedom Subcommittee, NJLA Director)**

Activities:

- Use current communication methods to inform the library community when immediate legislative action is needed
- Develop an action plan to deal with political issues
- Provide assistance to libraries in developing responses to complex issues

1.3 Advocate for increased funding for libraries. **(Public Policy Committee, Public Relations Committee)**

Activities:

- Identify and pursue public/private partnerships that will result in increased funding for libraries
- Advocate for an increase in the amount of state funding available to support library service

1.4 Train NJLA members to be library advocates. **(Public Policy Committee, Professional Development Committee)**

Activities:

- Design programs and presentations for the library community to use with their elected officials and community organizations
- Continue the practice of hosting an annual lobbying day/legislative activity

1.5 Increase understanding of NJLA's legislative positions through pro-active contacts with elected officials and their staffs. **(NJLA Director, Public Policy Committee and Executive Board)**

Activities:

- Maintain a network of members who can discuss library issues with legislators and other key government officials

1.6 Educate new members as to the benefits of continuing membership.

Vision and Leadership

Goal 2: NJLA will enable members to develop a collective vision for the future direction of libraries in the state and support them in their efforts to attain that vision.

Objectives:

2.1 Promote the staffing of libraries with professional librarians. **(Public Policy Committee, Professional Development Committee)**

Activities:

- Conduct continuing education seminars and training on NJLA's core competencies for librarians
- Cultivate a student chapter at Rutgers School of Communication, Information and Library Studies
- Work with trustees, administrators and commissioners to affirm the value of the professional library degree (MLS, MLIS)

2.2 Provide representation and give input to the development and implementation of ongoing initiatives in cooperation with the State Library, the regional library cooperatives, Rutgers SCILS, VALE, NJASL, NJLTA, NJALA, the Council of NJ College and University Deans, University Librarians, and directors, the library community and other appropriate groups. **(NJLA Director, President, Committee Chairs)**

Activities:

- Attend major meetings, programs and events of these bodies
- Provide updates on NJLA activities to these groups
- Report back to the Executive Board on the activities of these bodies

2.3 Develop a collective vision of the future direction of libraries in the state and outline realistic strategies to achieve it. **(NJLA Executive Board, Planning Subcommittee, Professional Development Committee)**

Activities:

- Revisit, revise and reaffirm the NJLA Strategic Plan on an ongoing basis
- Continuously review and publish core competencies for librarian specialists and develop others as needed
- Provide continuing education on NJLA's core competencies for librarians
- Work with library schools to ensure that the curriculum is relevant to 21st century librarianship

2.4 Identify and develop future leaders. **(Professional Development Committee, Nominations and Elections Subcommittee, Leadership and Education Subcommittee)**

Activities:

- Offer more continuing education programs on management skills
- Refine a mentoring program
- Continue to use Karma Foundation or other grant funding to promote the NJLA leadership program to develop new leaders for the profession

2.5 Provide financial resources which will enable NJLA to move forward with all goals and objectives

Activities:

- Continue to support annual conference as a primary generator of income and education
- Encourage sections and roundtables to produce additional programs during the year
- Add a major fundraiser which will emphasize reading and learning and which have a good ratio of income produced to hours donated
- Maintain an investment policy which welcomes donations and protects assets
- Reduce the budget deficit to no more than 5% of the proposed budget
- Investigate the purchase of office space to replace and upgrade our existing rented quarters

Partnerships/Alliances

Goal 3: Important issues and goals of the library community will be addressed through effective organizational alliances.

Objectives:

3.1 Develop new partnerships and strengthen existing partnerships with others in the library community and outside of it **(NJLA Director, President, NJLA Trustee/Friends Liaison)**

Activities:

- Encourage participation in the statewide initiatives and campaigns involving libraries and librarians, e.g. recruiting, marketing, leadership
- Continue to provide representation at VALE, NJASL, NJLTA, NJALA, Rutgers SCLIS, the Council of NJ College and University Library Deans, University Librarians, and directors' meetings, as appropriate
- Develop alliances with other library-related associations, including friends of the library groups and design programs of mutual interest and benefit

- Explore administrative service partnerships with other library-related associations
- Support local Friends of Libraries groups by developing a state-wide organization

3.2 Coordinate the library community's advocacy and lobbying efforts to achieve common goals. **(NJLA Director, Public Policy Committee)**

Activities:

- Include all library groups in legislative agendas by providing information and requesting input and support

Public Opinion and Support

Goal 4: The people of New Jersey will strongly support their libraries.

Objectives:

4.1 Actively participate in comprehensive statewide library public relations campaigns. **(President, NJLA Director and Public Relations Committee)**

Activities:

- Seek opportunities in conjunction with the State Library to promote libraries and librarians with various groups
- Participate in and give input to the New Jersey State Library's marketing campaign
- Seek grant resources to support, promote and implement marketing campaigns

4.2 Enhance the image of libraries and librarians as providers of professional services vital to survival in the information age. **(President, NJLA Director, Public Relations Committee)**

Activities:

- Disseminate practical information on how to deal effectively with media under various conditions
- Show legislators how money spent on library resources enhances the quality of life of the people of New Jersey

Member Services

Goal 5: The libraries and librarians throughout New Jersey will find value and benefit in NJLA membership.

Objectives:

5.1 Increase membership in NJLA each year. **(Member Services Committee, Finance Subcommittee)**

Activities:

- Review the dues structure annually to keep it attractive to prospective and current members, students and retired librarians

- Develop a list of member and library benefits
- Communicate the benefits of membership to librarians, library school students and libraries through effective marketing techniques such as targeted mailings to prospective members, a new membership brochure and the NJLA website
- Recruit specific categories of members: academic librarians, board members / friends, minorities, recent library school graduates, LTAs, etc.
- Develop additional membership benefits that come only with institutional membership

5.2 Increase the number of members who actively participate in NJLA committees and sections. **(Professional Development Committee, Member Services Committee, Conference Subcommittee)**

Activities:

- Evaluate NJLA's current program and conference offerings to determine topics and presentation formats that will attract more members
- Offer incentives to encourage attendance at the annual conference
- Promote and provide opportunities for members to get involved in committee activities, in person and virtually
- Provide orientation and organizational development training for committee and section leadership

5.3 Improve library salaries. **(NJLA Executive Board, Personnel Administration Subcommittee)**

Activities:

- Update and publicize a recommended entry-level salary each year
- Use the core competencies to illustrate the level of expertise attained by professional librarians with MLS and MLIS degrees
- Educate administrators and trustees about the need for improved salaries and benefits for library workers

5.4 Sponsor continuing education activities of professional interest. **(All sections, roundtables, committees and subcommittees)**

Activities:

- Provide a listing of continuing education programs around the state on the NJLA calendar
- Prepare library staffs for increased demand in new areas of service and for the initiation of new services fostered by technological advances
- Coordinate conference planning and section, committee and roundtable program planning to ensure that there is a cohesive continuing education program offered each year
- Coordinate continuing education activities with other groups around the state
- Provide opportunities for career enhancement of library staff
- Provide opportunities for succession planning of library staff

5.5 Continually look for new services that are beneficial to members. **(Member Services Committee)**

Activities:

- Review usage of current member benefits
- Seek members' input on desired new services

5.6 Increase communication channels to our members. **(Member Services Committee, Publications Subcommittee)**

Activities:

- Expand and monitor the use of the NJLA webpage and newsletter
- Offer an introductory program to the New Jersey Library Association at the annual conference
- Continue an informational listserv for members

Visibility

Goal 6: As the voice of New Jersey libraries and librarians, NJLA will develop a position of increased visibility.

Activities:

- Publicize state-wide events through wide dissemination of press releases
- Increase advocacy for NJ libraries through news stories and articles
- Increase visibility of NJ libraries through letters to the editor in response to articles impacting libraries

This Plan will be reviewed February 2009

Adopted 1996, Revised 1998, 2000, 2001, 2004, 2008