

STRATEGIC PLANNING COMMITTEE MEETING of the LIBRARY SUPPORT INTERESTS ROUND TABLE (LSSIRT)

**Held Thursday, May 15, 2003 (Prior to COPE III)
Holiday Inn Select, Naperville, Illinois**

PRESENT:

Dorothy Morgan, Committee Chair
Cindy Aherns, Chair, Fundraising Committee
Diane Fay, Vice President/President-Elect
Jim Hill, Newly Elected Vice President/President-Elect
Gene Kinnaly, Chair, Marketing/PR Committee
Meralyn Meadows, Newsletter Editor, Chair, National Directory
Carolyn Tate, President

ABSENT:

Martha Parsons, Immediate Past President, and Member of the
COPE 3 Steering Committee
(Unable to attend because a meeting of the COPE 3 Steering
Committee was being held at the same time)

FORMAT:

Morgan asked Meadows to take notes during the meeting. This report is just that – a record of things discussed and decided. They are not in a “minutes” format.

CHARGE OF THE STRATEGIC PLANNING COMMITTEE:

The charge consists of past, present, and future initiatives:

Past: To address time line and action items listed in the Task Force Reports on Career Ladders, Compensation and Continuing Education, decide if further action is needed, the time line and designate a manager to be responsible for this task.

Present: To address the present status of LSSIRT, develop a mission statement and report to the Steering Committee of needed recommendations.

Future: To utilize the information from the Task Force Reports, the present status of LSSIRT, the end product of COPE III, determine LSSIRT’s responsibility, create an action list with timelines, and designate a manager to be responsible for follow-up and deadlines.

To utilize past, present and future recommendations, plan course of action for the next 5, 10 years and select method of measurement to determine if LSSIRT fulfilled its vision and goals.

The Strategic Planning Committee (hereinafter referred to as “SPC”) addressed the time line for the course of action for the committee. The Charge reads 5-10 years; the SPC agreed to change the time line to 3 years; the thinking being that in today’s changing libraries, five years is too long to project a course of action.

Throughout these notes , the Strategic Plan will be referred to as “the Plan”.

- Morgan stated that the Plan needs to include financial planning;
- Fay stated Lorelle Swader, Director of HRDR, stressed that the LSSIRT Steering Committee needs to make a decision on a dues increase for LSSIRT in order to get it on the next ballot;
- “The Library needs to think of itself as a business for financial reasons;
- Meadows suggested that in order to move forward with the Plan, that the SPC determine the areas of concern deemed most important to support staff

The four primary concerns identified by the SPC are (in no particular order):

1. Membership
2. Certification
3. PR/Marketing
4. Inclusion/Consistent Involvement

Mission Statement/Vision Statement

The SPC reviewed the current Mission Statement of LSSIRT. Aherns pointed out that a Mission Statement needs to be short, concise, and easily remembered. The current Mission Statement does not meet this description. Therefore, the SPC recommended that the present Mission Statement become the Vision Statement and that the new Mission Statement be changed to read:

Suggested New Mission Statement

The Mission of LSSIRT is to raise awareness of and give a voice within ALA to all support staff in libraries.

SRP committee members agreed that the statement might need a little work before presenting it to the LSSIRT Steering Committee for a vote (primarily the part reading “to all support staff in libraries”). It was suggested that this might be done electronically among the members of the SRP.

Vision Statement (which was the old Mission Statement)

The vision of LSSIRT is:

- To provide an arena within ALA for addressing a wide variety of issues of concern to library support staff, including but not limited to basic training programs, education, career development, job duties, and responsibilities;
- To foster communication and networking among all people working in libraries; and
- To be responsible for the timely dissemination of information to local, regional, state, and national support staff organizations.

LSSIRT's membership is composed of proactive library personnel who are essential to the cultural, educational, and economic life of our nation's libraries. We represent academic, public, school, corporate, and special libraries. We have an interest in, and activity with, other ALA groups and interrelate with all library personnel.

The matter of the suggested new Mission Statement and the changing of the current Mission Statement to the new Vision Statement needs to be presented to the Steering Committee for discussion and a vote.

Certification:

- Morgan suggested LSSIRT work with the Allied Professional Association (APA) to endorse Certification (National/Regional/Local); that National Certification could be portable – it can go with you. The problem is in the different titles for support staff – there is no uniformity.
- Hill suggested that LSSIRT poll its members on what they want from Certification.

The SPC agreed to propose to the LSSIRT Steering Committee to undertake a survey asking members what outcomes they want from Certification.

- Kinnaly: "Certification is a way of showing what you do. It can be by a test or by a combination of (1) test; (2) evaluation; (3) and/or written paper;"
- Morgan: "What are support staff looking to gain from Certification? Is it recognition? Certification was mentioned in each of the Task Force reports as a big concern. LSSIRT needs to say to APA that we want a representative at the table when Certification is discussed;"
- Hill: "We need to find out what our membership wants; then go to APA and say *we polled our membership and this is what they want*. In the survey, we can offer a definition of Certification;"

- Morgan: “LSSIRT needs to take action on this issue. It has been out there a long time;”
- Hill: “The SPC needs to submit the Plan to the LSSIRT Steering Committee for a vote”

PR/Marketing:

- Fay: “What can we do with PR/Marketing with resources available?”
- Morgan: “We can’t do PR without money. We need money for the newsletter”
- Meadows presented a unique bookmark that the Stanly County Public Library uses for their Summer Reading Program. She suggested we might want to explore having some of these bookmarks made to mail to new members at the time they join. One side could have LSSIRT and the other could have the Mission Statement. No action taken.

Inclusion:

- Kinnally: “We need more people involved; more involvement from LSSIRT on ALA Committees;”
- Fay: “We should have a designated Councilor for LSSIRT; we should be visible to ALA; we should be a moveable force;”
- Tate: “We are pressing for a permanent seat on the ALA Membership Committee (Sandy Brooks, LSSIRT Membership Chair is working on this issue). The proposed representative would be appointed by LSSIRT”

Membership:

- Meadows: “We should be concerned with acquiring new members – but we should also be concerned with retaining the members we now have. We should ask ourselves what we offer current members to retain their membership;”
- Hill: “We have, or Jennifer (Kutzik) has put most of our information on the LSSIRT web site; it is there for people to access and read;”
- LSSIRT Membership Listserv. There was a general discussion about the LSSIRT Membership listserv. Tate reported that there are approximately 100 members of the 391 current members who are on the listserv.

A follow-up is needed on the process involved in being added to the listserv and a check made to see if any current members would like to be added.

Next Steps:

The next step for the SPC is to report back to the Steering Committee at the Annual Conference in Toronto in June to see if everyone is in agreement about the four areas of concern. Once the concerns/objectives have been identified and approved by the LSSIRT Steering Committee, the SPC will meet (either in person or electronically) to establish the

(1) strategies for accomplishing the concerns/objectives (2) assigning responsibility for each strategy; (3) determining a time line for each strategy; and will report to the LSSIRT Steering Committee on whether we are meeting the timelines for the strategies and thus working towards completing the objective. A final determination for each strategy should be an answer to the question “Did we do it?”

Dorothy Morgan, Chair

Meralyn Meadows, Acting Recorder