

South Carolina Association of Public Library Administrators

Strategic Plan

2017-2019

<p>Mission</p> <p>SCAPLA is the collective voice to ensure exceptional public library services across South Carolina</p>		
<p>Vision</p> <p>SCAPLA’s vision is that public libraries are seen as essential to a high quality of life in South Carolina</p>		
<p>Goal One: Provide professional knowledge and educational opportunities for leaders of public libraries in SC</p>		
<p><i>Objective One: SCAPLA programs will provide opportunities for members to learn new skills, remain current on best practices, and provide information on current trends</i></p>		
Strategies	Responsible Party	Timetable
<ul style="list-style-type: none"> • Re-establish the Continuing Education Committee as outlined in the By-Laws 	Continuing Education Committee	complete
<ul style="list-style-type: none"> • Determine program topics of interest to library directors 	Continuing Education Committee	Aug. 2017
<ul style="list-style-type: none"> • One program each year will focus on a timely human resource concern (ex. benefits, legal HR concern) 	Continuing Education Committee	Aug. 2017
<ul style="list-style-type: none"> • Establish programs and continuing education activities one year in advance 	Continuing Education Committee	Aug. 2017

<ul style="list-style-type: none"> Suggested programs include: Advocacy (Nov or Jan); best practices; finances/budgeting; building/renovation projects (including securing bond funds); establishing & maximizing Friends groups; how to develop boards; how to utilize community foundations; human relations/personnel (annual program on an aspect of this topic); trending legal issues; role of libraries in the area of social justice; safety in public libraries. 	Continuing Education Committee	Sept. 2017
<ul style="list-style-type: none"> Utilize Annual Meeting for an in-depth discussion on a relevant topic 	Continuing Education Committee	Aug. 2017
<ul style="list-style-type: none"> Consider roundtable discussions that explore increased collaboration and expanding SCAPLA's partnership with the SCSL 	Executive Committee & Continuing Education Committee	Aug. 2017
<i>Objective Two: New library directors will receive education and mentoring to assist them in their new position</i>		
Strategies	Responsible Party	Timeline
<ul style="list-style-type: none"> Establish program of mentoring for new directors 	Continuing Education Committee	Dec. 2017
<ul style="list-style-type: none"> Offer a leadership track during the SCLA conference to encourage new library leaders 	Continuing Education Committee	May 2018
<i>Objective Three: SCAPLA members will have regular opportunities to share information</i>		
Strategies	Responsible Party	Timeline
<ul style="list-style-type: none"> Establish an opportunity in regular meetings for a library to share a new program, grant information, etc. 	Executive Committee	ongoing
<ul style="list-style-type: none"> Encourage utilization of SCAPLA's list serve to solicit information and guidance from peers 	Executive Committee	ongoing
<ul style="list-style-type: none"> Establish regular opportunities for SCAPLA members to discuss challenges and explore solutions 	Executive Committee	ongoing
<i>Objective Four: Data gathering will be modified to ensure that collected data is practical, user-friendly, and provides needed information for public libraries</i>		
Strategies	Responsible Party	Timeline
<ul style="list-style-type: none"> Request a review of the annual survey and provide input to ensure that data collected provides support to public libraries in individual counties but also the "big picture" information for the entire state. 	Executive Committee	May 2018
<ul style="list-style-type: none"> Establish, with the SCSL, a schedule of surveys to minimize the number of surveys in one year. 	Executive Committee	May 2018

Goal Two: Increase awareness and annual funding of public libraries

Objective One: State funding for public libraries will be at a minimum level of \$2 per capita plus \$100,000 for the annual minimum grant

Strategies	Responsible Party	Timeline
<ul style="list-style-type: none"> Renew Legislative Liaison contract 	Legislative Committee	complete
<ul style="list-style-type: none"> Develop plan for library directors to meet with their representatives in the General Assembly 	Legislative Liaison	Annually in Jan.
<ul style="list-style-type: none"> Conduct trainings on best practices in the area of advocacy. Trainings can be during regular SCAPLA meetings or on a regional basis. 	Legislative Committee	ongoing

Objective Two: Funding and other support from the federal government will increase.

Strategies	Responsible Party	Timeline
<ul style="list-style-type: none"> Develop plan for library directors to meet with congressional representatives during their regular recesses. 	Legislative Committee	Fall 2017
<ul style="list-style-type: none"> Encourage SCAPLA members to attend the National Library Leadership Day to meet with delegation at their DC offices 	Legislative Committee	Annually in May
<ul style="list-style-type: none"> Consider establishing scholarship for one SCAPLA member to attend the NLLD 	SCAPLA Members	July 2017

Objective Three: South Carolinians, including policy makers, will develop a better understanding of the benefits of public libraries

Strategies	Responsible Party	Timeline
<ul style="list-style-type: none"> Establish a Public Relations Task force to advise the SCSL's Communications Director in the development of a public relations campaign. 	Executive Committee	Aug. 2017
<ul style="list-style-type: none"> Advise the SCSL's Communications Director in the development of a public relations campaign that shares the benefits of public libraries 	Public Relations Task Force	Dec. 2017
<ul style="list-style-type: none"> Collect stories that show personal impact of libraries in local communities 	Public Relations Task Force	Dec. 2017
<ul style="list-style-type: none"> Advise SCSL's Communications Director in packaging statewide metrics to tell the story of libraries' impact 	Public Relations Task Force	Dec. 2017
<ul style="list-style-type: none"> Launch a statewide campaign 	SCSL supported by the Task Force	Dec. 2018

Goal Three: Strengthen the governing structure of the SCAPLA to fulfill its mission and implement this strategic plan

Objective One: SCAPLA officers will have demonstrated professional leadership within the organization

Strategies	Responsible Party	Timeline
<ul style="list-style-type: none"> Revising bylaws to add qualifications for officers 	Bylaws Committee	Aug. 2017
<ul style="list-style-type: none"> Revising bylaws to ensure succession of leadership from one year to the next 	Bylaws Committee	Aug. 2017
<ul style="list-style-type: none"> Consider revising bylaws to make the President a two-year position that aligns with the legislative calendar 	Bylaws Committee	Aug. 2017

Objective Two: SCAPLA's structure will ensure the implementation of this plan with responsibility shared among officers and committees

Strategies	Responsible Party	Timeline
<ul style="list-style-type: none"> Establish committees to implement this plan 	President/Executive Committee	Aug. 2017
<ul style="list-style-type: none"> Each committee will develop an annual work plan and update the Executive Committee OR full membership on its progress 	Committee Chairs	Aug. 2017
<ul style="list-style-type: none"> Members will receive an annual calendar of key dates including meeting dates and meeting topics 	Executive Committee	Aug. 2017