
STRATEGIC PLAN

MANITOBA LIBRARY ASSOCIATION

**Approved by the MLA
Executive, June 21, 1994**

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STRATEGIC PLAN

Manitoba Library Association Mission, Goals, Objectives, Activities and Action

The Manitoba Library Association (MLA) is a provincial, voluntary association with over 300 personal and institutional members. MLA is a registered charity and, therefore, has a strictly non-profit, educational orientation. The Association has Divisions which reflect the concerns of members in geographical regions of the province as well as Interest Groups which focus on specialized areas within library and information services.

MISSION:

The Manitoba Library Association provides leadership in the promotion, development and support of library and information services in Manitoba for the benefit of Association members, the library community and the citizens of Manitoba.

GOALS:

1. **Professional Development:** To provide continuing education opportunities in the library field.
2. **Library Leadership:** To work toward the continued development of comprehensive and accessible library services throughout Manitoba.
3. **Role and Value of Libraries:** To promote public awareness of library services and library issues in Manitoba.
4. **Cooperation:** To promote and foster ties among the individuals, organizations and institutions in the library community in Manitoba and Canada.
5. **Membership Development:** To strive for the continued growth of the Association and its constituent groups.
6. **Organizational Development:** To ensure the continued well-being of the Association.
7. **Financial Responsibility:** To ensure the Organization's fiscal stability and accountability.

OBJECTIVES, ACTIVITIES AND ACTION:

1.0 Professional Development

1.1 Objective:

Hold an annual conference in conjunction with other library associations

- hold a major three day library associations conference entitled "The Virtual Library" May 26-28, 1994
- **ACTION: Completed by Director John Eaton**
- plan for a major three day library associations conference in April-May, 1995, in conjunction with MLTA, MALT, MHLA, MSLA and CASLIS Manitoba.
- **ACTION: Director John Eaton**

1.2 Objective:

Hold a series of continuing education workshops each year throughout Manitoba, including programs via distance education, travelling speakers or use of local presenters

- encourage dialogue amongst members and non-members interested in specialized aspects of librarianship through the Association's Interest Groups
- facilitate the use of local talent to provide regional workshops
- solicit funding requests from members for the development and delivery of local community continuing education programs
- develop an annual plan which identifies potential workshops for the coming year
- **ACTION: Director David Rozniatowski**

1.3 Objective:

Provide financial support to Manitobans who wish to enrol in formal library education programs

- award annually the Jean Thorunn Law Scholarship
- award annually the John Edwin Bissett Scholarship to a graduate of the University of Manitoba, a requirement of the Will
- review the Library Technician Achievement Award
- **ACTION: Director David Rozniatowski**

1.4 Objective:

Communicate actively these award opportunities to the library community

- ensure the widest possible distribution of award publicity, including the development of a brochure and permanent poster
- **ACTION: Director David Rozniatowski**

1.5 Objective:

Encourage and support the development of library distance education in Manitoba

- work with library schools committed to distance delivery
- **ACTION: Vice-President Ganga Dakshinamurti**

1.6 Objective:

Participate in the development of library education programs throughout Manitoba

- **advocate for quality and relevance in library education programs**
- **ACTION: President John Tooth**
- **represent the concerns of the Association on the Red River Community College Library Education Advisory Committee**
- **ACTION: President John Tooth**

1.7 Objective:

Publish a range of educational/informational materials

- **review MLA's publications and report to the Executive by January 1, 1995**
- **invite other Associations to participate in the review**
establish Publications Committee to handle review and to consider among other recommendations:
 - establishing regional/reporting editors who provide local information on a regular basis**
 - providing information on relevant happenings in other provinces/countries**
 - publishing monthly reports from MLA executive members on their activities**
 - revising the layout of the Newsline to reflect better the goals of the Association as identified in the Strategic Plan**
- **ACTION: Past-President Jim Blanchard Executive member responsible**
Newsline Editor Norma Godavari as chair of the Publications Committee
- **become an information provider for the Blue Sky FreeNet of Manitoba, including minutes of meetings, news releases, executive list and other pertinent information about MLA**
- **ACTION: Director Tracey Keryluk**

1.8 Objective:

Publish the MLA Newsline eleven times a year in a timely and efficient manner, reflecting the concerns of various types and locations of libraries throughout the province

- **ACTION: Past-President Jim Blanchard as Executive member responsible/Newsline Editor Norma Godavari**

1.9 Objective:

Plan and implement the Report of the Alliance of Libraries, Archives and Records Management (ALARM), a CLA/Federal Human Resources Department initiative, to develop a national human resources strategy for the Information Resources Sector

- **attend planning meetings in Ottawa to develop a draft Report which looks at issues, direction and actions by the various partners**
- **secure membership input in the revision of the Consultation Document in early June, 1994, and forward to the ALARM Committee for consideration**
- **carry out and/or facilitate the implementation of recommendation of the Consultation Document**
- **ACTION: President John Tooth**

2.0 Library Leadership

2.1 Objective:

Advocate the role of libraries in the province

- hold a special joint library associations event entitled "Manitoba's Electronic Information Highway: a Forum on Networking, Libraries and the Future of the Province"
- ACTION: Completed by Vice-President John Tooth
- facilitate the implementation of recommendations arising from the May 25, 1994 event
- ACTION: President John Tooth
- urge the provincial government to implement all recommendations found in the Public Library Advisory Board Report ("The Future of Public Libraries in Manitoba") and the Final Report of the Distance Education Task Force
- ACTION: Past President Jim Blanchard

2.2 Objective:

Take the lead in putting the library community's position on the role of libraries in Manitoba before government at all levels

- continue to endorse/support the elimination of the federal GST on reading materials
- ACTION: Vice-President Ganga Dakshinamurti
- participate in the ongoing provincial response to copyright and copyright collectives in Manitoba via the Minister of Education and Training's Advisory Committee on Copyright
- ACTION: Vice-President Ganga Dakshinamurti
- work with CLA to ensure that MLA has input into the development of a national Information Policy
- ACTION: Vice-President Ganga Dakshinamurti
- chair and support the Access to the Law Advisory Committee
- ACTION: President John Tooth/Vice-President Ganga Dakshinamurti
- continue to work toward the elimination of the PST on reading materials in Manitoba
- ACTION: Vice-President Ganga Dakshinamurti
- continue to work with all levels of government to ensure the electronic linkage of all libraries in the Province for benefit of all citizens
- ACTION: Vice-President Ganga Dakshinamurti
- continue to work with all levels of government as well as other corporations and agencies to ensure that all citizens, regardless of location, have free access to community-based computerized information located in Manitoba Freenets
- ACTION: Director Tracey Keryluk

2.3 Objective:

Establish an endowment fund

- **establish an ad-hoc committee to determine the details of the fund and to report to the MLA Executive by October, 1994**
- **ACTION: Past-President Jim Blanchard**

3.0 Role and Value of Libraries

3.1 Objective:

Sponsor an annual Manitoba Library Week

- **review the objectives of MLW and make recommendations to the September MLA Executive Meeting**
- **plan for Manitoba Library Week February 18-24, 1995**
- **design a promotional campaign for the MLW '95 theme**
- **contact media with public service announcements about Manitoba Library Week**
- **ACTION: Director Mary Dennett**

3.2 Objective:

Provide financial support to Manitoba libraries to develop collections of materials relating to the Manitoba Library Week theme

- **award annually up to four Collection Booster Awards valued at \$500.00 each**
- **communicate actively these award opportunities to the library community**
- **raise funds for Collection Booster Awards through corporate donations**
- **ACTION: Director Mary Dennett**

3.3 Objective:

Promote and encourage library work as a career choice

- **participate annually in the Winnipeg Career Symposium and, in conjunction with Public Library Services, the Brandon Career Symposium**
- **ACTION: Director Mary Dennett**

4.0 Cooperation

4.1 Objective:

Work with the Canadian Library Association on national level issues, including policies and action related to copyright, information policy, Don't Tax Reading Coalition, standards for library education and training

- **ACTION: Vice-President Ganga Dakshinamurti**

4.2 Objective:

Work cooperatively with the Provincial and Territorial Library Associations' Council (PTLAC) to ensure a cooperative approach to matters of common interest

- **ACTION: President John Tooth**

4.3 Objective:

Work with library associations in Manitoba, including MALT, MSLA, MLTA, MHLA and CASLIS Manitoba, and other bodies, such as the Manitoba Library Consortium, to ensure a cooperative approach to matters of common interest

- convene meetings twice yearly with the library Associations Presidents to plan cooperative strategies
- Liaise with chair of the Manitoba Library Consortium as necessary
- ACTION: President John Tooth

4.4 Objective:

Represent MLA on the Manitoba Writers Guild Awards Committee's annual awards for publishers and authors in Manitoba

- ACTION: Past President Jim Blanchard

4.5 Objective:

Work cooperatively with advocacy groups who share our objectives (e.g. Library Development Committee, Manitoba Teachers' Society)

- ACTION: President John Tooth

5.0 Membership Development

5.1 Objective:

Review categories of membership

- review/recommend a new fee structure, membership benefits, renewal process and membership tools
- establish a Corporate membership category
- ACTION: Director Rick MacLowick

5.2 Objective:

Increase the personal membership base

- by 10% annually
- conduct a membership drive every year
- welcome newcomers to Manitoba
- actively encourage newcomers to the province to join the Association through appropriate mechanisms
- ACTION: Director Rick MacLowick

5.3 Objective:

Develop Divisions and Interest Groups

- start-up the Westman Division, in cooperation with MALT
- explore the creation of a Children's and Young Adult Interest Group; Reference and Public Services Interest Group; Online Library Users Group
- establish more regular communication with the Technical Services Interest Group
- ACTION: Director Rick MacLowick

5.4 Objective:

Develop membership promotional materials

- create new brochure
- ACTION: Director Rick MacLowick

6.0 Organizational Development

6.1 Objective:

Create opportunities for increased member input into the operation and decision making of the Organization

- ensure that the Association reviews annually its Strategic Plan
- ensure the MLA executive creates, where appropriate, broadly based committees to carry out its work
- poll members on the subject of the organization annually by means of focus groups, questionnaires, phone surveys or other appropriate means
- hold at least two executive meetings annually outside of Winnipeg and invite the library community to participate
- ACTION: President John Tooth

6.2 Objective:

Keep members and the general public informed of association activities and concerns

- hold in May each year an AGM which reviews the year's activities and describes directions for the following year
- ACTION: President John Tooth
- put up on the Blue Sky FreeNet of Manitoba Inc. MLA executive meeting minutes, etc.
- ACTION: Secretary Phyllis Barich
- regularly update the membership of the Association of activities through Newsline column (e.g. President's Message)
- ACTION: Executive

6.3 Objective:

Review role of MLA Directors vis-a-vis the operation of this Strategic Plan

- ACTION: President John Tooth; Past President Jim Blanchard; Vice-President Ganga Dakshinamurti

6.4 Objective:

Ensure a full slate of candidates for all elected positions on the MLA Executive

- ACTION: Past President Jim Blanchard

6.5 Objective:

Continue to upgrade the MLA office to improve the efficiency and effectiveness of the operation

- create an office procedures manual
- review files and filing procedures
- purchase a 486 computer and laser printer
- utilize MeetingPro software to facilitate the operation of conferences and other professional development events
- utilize fax and email as means of communications
- transfer annually to the Provincial Archives scheduled Association records
- ACTION: President John Tooth

6.6 Objective:

Record and maintain the minutes of Executive meetings accurately and completely and distribute to the Executive in a timely fashion

- ACTION: Secretary Phyllis Barich

- 6.7 Objective:
Represent MLA interests on the Board of Directors of Artspace in which the MLA Office is located
- ACTION: Director Pat Nicholls
- 6.8 Objective:
Hold executive meetings monthly, except for December, May and July
- ACTION: President John Tooth
- 7.0 Financial Responsibility
- 7.1 Objective:
Secure a significant amount of financial resources from sources other than membership dues
- manage two bingos annually
 - ACTION: Director Pat Nicholls
- 7.2 Objective:
Develop new markets for MLA products and services
- ACTION: Director Pat Nicholls
- 7.3 Objective:
Develop an annual budget, present at the AGM and publish in the Newsline
- ACTION: Treasurer Adrian Dalwood
- 7.4 Objective:
Provide accurate financial reports for members and for funding agencies
- ACTION: Treasurer Adrian Dalwood
- 7.5 Objective:
Maintain adequate cash reserves for the operation of the Associations
- ACTION: Treasurer Adrian Dalwood
- 7.6 Objective:
Arrange an annual audit
- ACTION: Treasurer Adrian Dalwood
- 7.7 Objective:
Annually select an auditor at the AGM
- ACTION: Treasurer Adrian Dalwood
- 7.8 Objective:
Ensure that the annual conference makes a profit
- ACTION: Director John Eaton