

Strategic Plan for the Saskatchewan Library Association 2015 – 2018

The Vision for the Saskatchewan Library Association:

Is to build and engage a library and information community that is an active force in Saskatchewan's social, economic and cultural development.

The Mission for the Saskatchewan Library Association:

Is to be the recognized voice of and support to Saskatchewan's library communities.

Strategic Long-Term Vision

The Saskatchewan Library Association (SLA) is sustainable, a model for leadership within the sector, and is forward looking and dynamic. Through SLA members, partners, and stakeholders the Association informs and influences decision-makers on issues and opportunities affecting libraries.

The Saskatchewan Library Association is a credible, proactive organization that is both responsive to and representative of the needs of its members and the communities they serve. SLA's dynamic, visible, and desirable cultural programs actively engage and build relationships with partners and participants.

The Saskatchewan Library Association will continue to focus its efforts on being:

- a strong promoter of libraries and a respected and representative voice on issues affecting libraries;
- a cultural organization that offers dynamic, visible, and desirable programs and engagement opportunities to its members and their communities;
- an active force in the cultural community, and an association that builds relevant relationships throughout and beyond its sector, with stakeholders and with decision-makers, to represent the interest of libraries and the needs of their communities; and
- a sustainable, established association, with a comprehensive management plan and operational structure, and that is prepared for change.

Strategic Priorities and Goals

Communication and Advocacy

SLA is a strong promoter of libraries and is a respected and representative voice on issues affecting libraries.

Key Actions:

Activities :

- Use effective and informed communication to advocate and have a positive impact

- Design and implement a communication plan
- Develop policy to guide communications including broadening the reach of positions and statements and exploring more avenues for communications
- Ensure there is a clear message to educate stakeholders, government, and the public
- Use opportunities to promote the SLA message through relationships (SLTA, Ministry), events (Saskatchewan Library Week), and issues (i.e. election)
- Enhance identity by updating the logo and branding, and develop branding policy on the use of logos
- Renew the website

- Provide leadership in promoting libraries and responding to library issues

- Provide opportunities for libraries and library workers to tell their stories, share information and ideas with each other and to maximize their positive impact on the public and other organizations
- Share the culture of diversity and inclusivity in libraries through stories
- Seek potential members in the library community and attempt to engage them and represent their needs
- Make timely, impactful, and informed statements on library issues as they arise

The impact of these actions is that communities are aware of the cultural value of their libraries, library workers are aware of SLA's services and supports, and SLA has a strong reputation on library issues with stakeholders, the public, and government.

Value for Membership

SLA is a cultural organization that offers dynamic, visible, and desirable programs and engagement opportunities to its members and their communities.

Key Actions:	Activities :
<ul style="list-style-type: none"> Offer relevant programs and services that have impact for library workers, libraries and their communities 	<ul style="list-style-type: none"> Clarify and promote the benefits of membership to the library sector Connect the various library sectors through opportunities for cooperation, networking, and communications Review and renew existing programs and services Explore, research, and develop new programs ideas Develop services and resources directed toward supporting libraries with diverse populations Contact other provincial and territorial organizations to exchange ideas for programs and services
<ul style="list-style-type: none"> Celebrate the membership through recognition and awards 	<ul style="list-style-type: none"> Clarify the criteria for the awards and bursary and communicate them broadly Explore opportunities for new awards Acknowledge the comings and goings of library workers throughout the province Profile libraries and library staff in the SLAte newsletter
<ul style="list-style-type: none"> Provide a variety of continuing education options for members in traditional and online formats 	<ul style="list-style-type: none"> Implement the renewed (2015) Continuing Education Grant program Promote the Partnership programs (Education Institute, Continuing Education Certificate) Explore, research, and develop additional options for providing professional learning opportunities Encourage members to increase their capacity to serve and engage diverse populations Host the annual conference as a strategic and inclusive event through ongoing evaluation and review of its goals

The impact of these actions is that library workers want to be members, members are engaged and their needs are met, and members have increased capacity and support from the programs and services offered. Communities, in turn, benefit from dynamic programming and skilled and engaged library staff.

Relationships and Representation

Through inquiry and consultation and as an active force in the cultural community, SLA has relevant relationships throughout and beyond its sector, with stakeholders and with decision-makers, to represent the interest of libraries and the needs of the communities that they serve.

Key Actions:	Activities :
<ul style="list-style-type: none"> Enhance, increase, and diversify engagement opportunities 	<ul style="list-style-type: none"> Provide and encourage formal and informal networking opportunities Connect with representatives of other organizations to involve them in shared goals and activities (e.g. forum, project) including reciprocal memberships, opportunities for Associate memberships, and partnerships Develop strategies to ensure the implementation of the Diversity Plan
<ul style="list-style-type: none"> Actively cultivate community sector* connections *in this case it means “community organizations” e.g. Open Door Society, LSSAP, MCOS etc. – for mutual benefit 	<ul style="list-style-type: none"> Strengthen the relationships with other community organizations through partnerships for increased program and event effectiveness Set priorities for mutual benefit and leveraging of collective impact and advocacy Educate the library sector and community sector, and raise public awareness of SLA and its role and function
<ul style="list-style-type: none"> Acts as a component of the cultural community in the province 	<ul style="list-style-type: none"> Promote the value of libraries as part of the culture of the province Provide the community with opportunities to benefit from the cultural contributions of libraries Demonstrate and support the involvement of a variety of cultural activities in libraries

The impact of these actions is that SLA is recognized in the community as the voice of libraries. Through SLA’s strong connections with partner organizations and decision-makers, community needs and library issues are identified and addressed for the benefit of all parties.

Healthy Organization and Funding

SLA is a sustainable, established association, with a comprehensive management plan and operational structure, and that is prepared for change.

Key Actions:	Activities :
<ul style="list-style-type: none"> Develop a plan to diversify revenues to provide leadership and support to the province's libraries 	<ul style="list-style-type: none"> Maintain and access additional SaskCulture Annual Global Funding Seek grants and alternate revenue to engage in new programs and services, and to increase the sustainable financial future of SLA Develop a fund-raising event for a specific purpose or program Increase membership revenues and conference revenues
<ul style="list-style-type: none"> Identify priorities and continue good governance 	<ul style="list-style-type: none"> Monitor and manage financial systems Regularly engage in governance renewal Review the legislation for non-profits, and charitable organizations and ensure that the Association is in compliance, and make required adjustments
<ul style="list-style-type: none"> Build human capacity in the Association 	<ul style="list-style-type: none"> Develop a human resources plan including transition, succession planning, and working conditions Determine training priorities for staff and board Implement the Diversity Plan to ensure inclusivity and diversity throughout the organization
<ul style="list-style-type: none"> Recognize and cultivate the contributions of volunteers, members, and staff 	<ul style="list-style-type: none"> Build opportunities for people to participate and actively engage with the organization Develop policy and practices for recognition of volunteers, members, and staff
<ul style="list-style-type: none"> Develop a culture of critical assessment and continued improvement 	<ul style="list-style-type: none"> Regularly assess the strategic plan, programs and services, staffing, policies, and organizational structures to ensure organizational capability to meet its goals Connect to issues and activities in the sector and in the larger community to establish a learning culture Use Board meetings to consider change, improvements, and large issues affecting the organization Consult regularly with members to guide, review, and renew SLA
<p>The impact of these actions is that SLA is a sustainable, healthy organization that attracts enthusiastic and capable people, and is constantly improving itself through a positive culture of critical assessment.</p>	

Enabling Plans

Design and implement plans to support these goals which will include:

- a communication plan
- a revenue diversification plan
- a human resources plan
- a Diversity Plan assessment

Each strategy will have terms of reference as well as review and assessment processes for progress, results and impact.