MCMLA Strategic Priorities, Goals, and Objectives 2015-16

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MLA’s new strategic plan: http://fullspeedahead.mlanet.org/?page_id=26

See pdf template below

1. Create Strategic Goals for MCMLA
   In order to:
   - Clarify MCMLA’s direction
   - Focus limited human and financial resources on high yield outcomes
   - Garner member buy-in and participation

   Key Strategies:
   a. Use Executive Committee (EC) to identify and set long term goals (2-5 years)
      Date: November 2015
      Owner: Chair and EC
   b. Identify goals for this fiscal year- 2015-16
      Date: January 2015
      Owner: Chair and EC
   c. Share with membership via email list, website, newsletter
      Date: February 2015
      Owner: Chair and chair-elect

2. Evaluate virtual meeting - Annual Meeting Task Force – continuation from 2014-15
   In order to:
   - Determine benefit to members
   - Evaluate cost-effectiveness
   - Determine sustainability and reproducibility

   Key Strategies:
   a. Create electronic survey, and
   b. Distribute electronic survey and evaluate results
      Date: December 2015
      Owner: Ad Hoc Annual Meeting TF
   c. Recommend if and how to implement future virtual meetings.
      Date: April 2016
      Owner: EC and Annual Meeting TF

3. Advocacy
   In order to:
   * Promote and support the role of health sciences librarians within the region.
   * Support libraries/library positions under threat.
   * Promote value of librarians/libraries to administrators
Key Strategies:

a. Work with newly combined/formed committee to identify strategic goal(s)
   
   Date: by September 2016
   Owner: Advocacy Committee

b. Explore research ideas on advocacy with interested groups
   
   Date: by September 2016
   Owner: Advocacy Committee

4. Optimize communications with members
   In order to:
   
   * Grow community/membership interactions
   * Identify communications needs/desires of members

Key Strategies:

a. Review MCMLA’s communication methods and determine if an update is needed (newsletter, blog, website, email list)
   
   Date: September 2016
   Owner: EC

b. Explore if/how MCMLA can use MLA’s content management system, Socious.
   
   Date: August 2016
   Owner: Communications Committee
A. Goal

Broad "outcome" statement which describes: a) what we want to accomplish; b) approach or direction taken; and c) to what end – over the period of our strategic plan (i.e., three years)

Update, develop and promote the use of shared resources, by engaging our Section community, developing a tool-kit, and communicating outside of our community, in order to:

- a) Enhance and expand the knowledge and skills of members of our Section
- b) Improve the ability of members to advance their role as health information professionals
- c) Improve the value proposition for members
- d) Attract new members to our Section

L1: Jane

B. Key Strategies

A broad statement describing an approach/direction taken or implementation methodology used to accomplish a strategic goal: the highest level definition of "how it is to be done."

1. Community: engage our Section community in online conversations that share and ask for best practices.
   L2: Janet

2. Tool-Kit: develop a tool-kit for our members to use within their work community, clarifying roles, value, processes, and best practices.
   L2: Jack

3. Communication: develop and execute a communication plan to the wider community with content that focuses on x, y, and z.
   L2: Joe

C. 2015 Objectives

A very precise, time-based and measurable statement of what will be done to support the achievement of a key strategy or a higher-level goal.

1. Community:
   a) Assemble a team of community leaders to create momentum on the Section forum by September 2015 (L3: Janet)
   b) Initiate a minimum of one new conversation per week starting September 2015 (L3: Janet)
      - Measurement: actual conversations

2. Tool-Kit:
   a) Reach out to Section membership for input on tool-kit objective by time October 2015 (L3: Jackie)
   b) Create X by time T (L3: Jillian)
      - Measurement: tool-kit available on member shared file library

3. Communication:
   a) Define an editorial scope and calendar by December 2015 (L3: Joe)
   b) Create one story per quarter for publication in MLA News starting October 2015 (L3: Jasmina)
   c) Submit one article to JMLA in 2015 (L3: Josh)
   d) Participate on #medlibs once in 2015 (L3: Joe)
      - Measurement: actual task completed