

Mission:

Helping libraries and library professionals succeed.

MLA Vision: The Michigan Library Association will be a highly effective, trusted network of libraries, library employees, trustees, friends and supporters working together to support and promote the highest quality library services throughout Michigan.

Value Statements

Access to Information:

MLA values free and open access to information and skilled professional assistance in information retrieval and research while protecting an individual's right to privacy.

Professionalism:

MLA values the advancement of well-informed and well-trained library professionals through quality professional development.

Sharing:

MLA is a forum for collaboration, cooperation, and partnerships cultivating cutting-edge ideas and awareness of best practices in an open and supportive culture.

Leadership:

MLA provides leadership and empowers members to promote libraries as a powerful united presence that is civically engaged and socially active to provide for the sustained stewardship of informational, financial and community resources.

Sustainability:

MLA is a sustainable, financially viable association that is characterized by diversity and, has the ability to quickly change to meet member needs.

Preferred Future – In 2020 Michigan Library Association is/will be (from 2013-2014 plan):

1. The statewide voice and advocacy network for libraries and library professionals.
2. The primary source of high-quality professional development, advancement and leadership training for library professionals.
3. A forum for collaboration, cooperation, and partnerships cultivating cutting-edge ideas and awareness of best practices in an open and supportive culture.
4. The knowledge/information essential to the success of libraries and library professionals.

5. The ultimate source for research and data on Michigan libraries.

Strategic Focus Areas (from 2015-2018 Plan):

1. MLA will provide high-quality professional development and leadership training and opportunities.
2. MLA will be the state-wide voice and advocacy network for Michigan libraries and library professionals.
3. MLA demonstrates its value to the library community.
4. MLA is a forum for collaboration, cooperation and partnerships
5. MLA will be positioned to sustain and grow its resources to advance the mission of the association.

MLA will undertake strategies that:

- Are consistent with our mission, vision and values
- Build on the value of our organization to our members and collaborators
- Will break even/produce a surplus/ or have a source of dedicated funding
- Will yield a result that is sustainable – not fleeting
- Will demonstrate measurable outcomes
- Will reinforce the library community's positive view of MLA
- Will help move MLA to the next stage of our organization's development

Strategic Direction Focus Areas 2019-2020

- 1) Provide High Quality Professional Development and Leadership Opportunities
- 2) Provide Great Member Value
- 3) Be a Forum for Collaboration, Cooperation and Partnerships
- 4) Be a Statewide Voice and Advocacy Network
- 5) Be Stable and Sustainable

Objectives

- Increase statewide visibility
- Increase member value
- Increase state aid
- Increase member engagement
- Increase investment revenue, consider an endowment
- Increase membership numbers by 4, including 1 academic
- Increase member retention rate
- Enhance membership opportunities
- Strengthen relationships w/collaborative organizations
- Strengthen grassroots advocacy
- Maintain 1 year with no staff turnover
- Increase non-dues revenue by \$30K

Annual Priorities 2019 - 2020

Professional Development and Networking Committee Charge

Work with MLA staff as a team to maintain oversight and assure a high standard of quality professional development experiences. Assure that work groups develop and produce targeted, professional development experiences. Assure that work groups have clearly defined learning outcomes.

Trainings and Networking Opportunities

October 15-17, 2019 Annual Conference

March 27, 2020 Academic Libraries

March 19-20, 2020 Spring Institute

Workshops

April 3, 2020 Coaching and Evaluating your Staff: Are you prepared to manage?

This workshop is about setting expectations and working with employees to bring out the best of their abilities. It will also cover how to develop and administer a clear evaluation process.

April 20, 2020 Community Collaborations: The Library as a Social Service Nexus: Homelessness, addiction, housing, domestic violence all require resources. How can your librarians learn about the agencies and services available to provide the best resources to your patrons?

May 1, 2020 How to Advance Your Career

Presenting yourself to others as an accomplished, capable, smart and skilled person can help you advance in your career. Whether that advancement is at your current library or a new one, learn how to use self-awareness and emotional intelligence to promote your authentic self. Learn how to get support from others in your network by showing how you value your relationships and the good work you do.

May 15, 2020 Dismantling Institutional Racism from the Inside
Anne Heidemann, Saginaw Chippewa Tribal Library

May 29, 2020 Executive Summit: Organizational Culture and Health

The most inexpensive way to make your library a success is to have a strong and positive organizational culture. The key is knowing what good organizational health is and how it plays a crucial role in shaping behavior in the library. How can leaders identify and transform their organizational culture?

Legislative Committee Charge

Monitors legislative and policy issues that impact libraries and makes policy recommendations to the Board. Develops legislative strategy on priority policy issues. Works closely with MLA lobbyist.

Annual Priorities (also see Legislative Plan):

- Advocate to protect state aid to libraries and MeL.
- Protect millage elections in key months
- Tax Tribunal and Big Box Stores solutions
- NARCAN hold harmless
- Develop a response to parallel ordinances for penal fines or replacing penal fine revenue.
- Tax Increment Financing Authorities, Brownfields, etc.
- Relationship development between legislators and library directors/trustees

Membership and Communications/Marketing Charge

Oversees all MLA membership, communications and marketing. Develop a comprehensive annual communications plan to promote all member benefits and value. Implements the annual plan to retain members and recognize/celebrate membership.

- Weekly and Monthly Communications
- Develop and implement a comprehensive annual communications plan that incorporates the MLA email updates, website and social media and promotes member value.
- Develop a Year-End review/Annual Report.
- Implement the annual membership retention plan including monthly member spotlights.
- Explore Drupal website upgrade from 5-6.
- Promotion of MLA Awards, Pletz Award, Thumbs Up!, Mitten and oversight and promotion.