

# 2017 Action Plan



## GUIDING PRINCIPLE ONE:

We will pursue outreach opportunities in the 12-state MPLA region and beyond that will foster better relationships, increase professional sharing, and include more diverse communities.

**ACTION:** Expand recruitment for the Leadership Institute to include non-member states.

**OWNER:** LI Committee

### TACTICS:

- Advertise LI in non-member states' association publications
- Board approval likely needed
- Discussion needed
- Assessment needed

**START DATE:** 2017

**COMPLETION DATE:** 2018

**ACTION:** Bring the library community to MPLA by hosting regular professional development events and programs

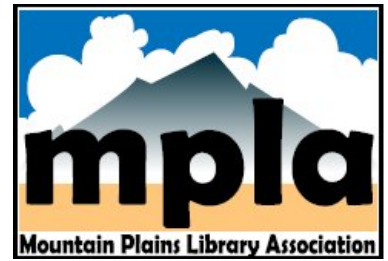
**OWNER:** Professional Development Committee, Membership Committee, Communications Committee

### TACTICS:

- Create a yearlong sample calendar of events featuring sessions on topics of interest to members
- Refocus Communications Committee on marketing and publicity?
- Rewrite MoP description of Communications Committee
- Subdivide committee responsibilities?

**START DATE:** 2017

**COMPLETION DATE:**



# 2017 Action Plan



## GUIDING PRINCIPLE ONE (continued):

We will pursue outreach opportunities in the 12-state MPLA region and beyond that will foster better relationships, increase professional sharing, and include more diverse communities.

**ACTION:** Increase outreach to schools

**OWNER:** Membership Committee, LI Committee

### TACTICS:

- Contact our school members
- Reach out to library schools
- Find out how to connect with School Media Specialists

**START DATE:** 2017

**COMPLETION DATE:**

**ACTION:** Reach out to tribal libraries, REFORMA chapters within our states, and partner with ALA/ACRL

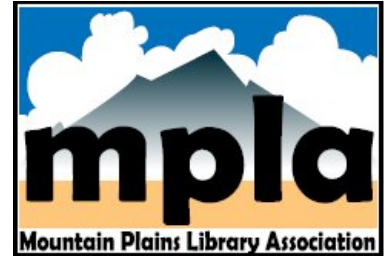
**OWNER:** State Representatives

### TACTICS:

- Diversity Alliance initiative is an example of a connection to an affiliate group
- Camilla Alire. NM, AZ, CO have REFORMA chapters
- Can we offer primary MPLA literature in Spanish, not just English?
- Ask members to tell us what other organizations they are involved in
- Consider a multi-language MPLA print brochure in PDF format than can be printed as needed

**START DATE:** 2017

**COMPLETION DATE:**



# 2017 Action Plan



## **GUIDING PRINCIPLE ONE (continued):**

**We will pursue outreach opportunities in the 12-state MPLA region and beyond that will foster better relationships, increase professional sharing, and include more diverse communities.**

**ACTION:** Augment “free membership” strategies currently in place, and target them for minority populations and allied associations

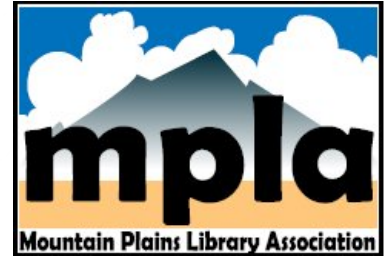
**OWNER:** Membership Committee, State Representatives

### **TACTICS:**

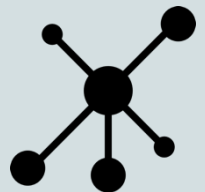
- Set goals for diversifying membership by collecting pertinent data such as race, ethnicity, and orientation

**START DATE:** 2017

**COMPLETION DATE:**



# 2017 Action Plan



## GUIDING PRINCIPLE TWO:

We encourage caring, respectful relationships among our members. We recognize the importance of mentoring, networking, collaborations, and learning in a fun and welcoming environment.

**ACTION:** Increase professional training opportunities, both virtual and face-to-face, exploring new technologies that lead to wider participation and satisfaction.

**OWNER:** Professional Development Committee, Executive Committee

### TACTICS:

- Hold Zoom videoconference meetings on issues, hot topics, special presentations
- Members' interest areas are identified in MemberClicks profiles and would help in publicizing events
- Offer use of MPLA videoconferencing capability to members for meetings and presentations
- Hold at least two general membership Zoom meetings per year
- Revive interest groups using Zoom meetings (e.g., portfolio peer review, technology, diversity, programming) Include collaboration opportunities

**START DATE:** 2017

**COMPLETION DATE:**

**ACTION:** Promote MPLA as a "Learning Playground"

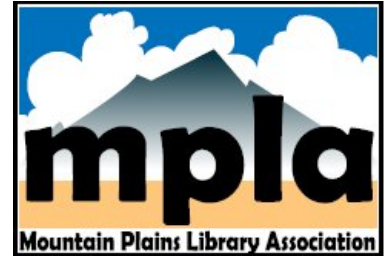
**OWNER:** Executive Committee, Webmaster, Professional Development Committee

### TACTICS:

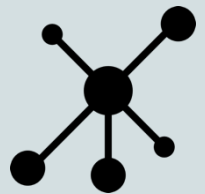
- Adopt "Learning Playground" as a brand for MPLA and start using it on our website and professional literature. Flesh out concept and see if it has legs

**START DATE:** 2017

**COMPLETION DATE:**



# 2017 Action Plan



## GUIDING PRINCIPLE TWO (continued):

We encourage caring, respectful relationships among our members.  
We recognize the importance of mentoring, networking, collaborations, and learning in a fun and welcoming environment.

**ACTION:** Use PACK members for mentoring, nominations work, and training via Zoom

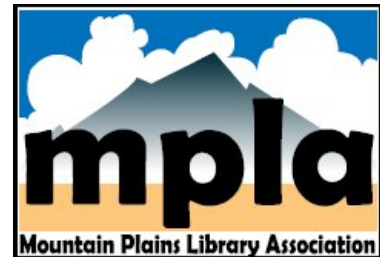
**OWNER:** Executive Committee, Nominations Committee

### TACTICS:

- Establish some rules for allowing the PACK to pursue initiatives independently of the EB
- MoP guidelines and structure around PACK boundaries

**START DATE:** 2017

**COMPLETION DATE:**



# 2017 Action Plan



## GUIDING PRINCIPLE THREE:

We are dedicated to realizing the potential of our multi-state collaboration through leadership development, professional growth opportunities for members, and engagement with the larger library community.

**ACTION:** Seek out strategic alliances with groups and organizations that share our values.

**OWNER:** President, Executive Committee

### TACTICS:

- Instead of funding MPLA presidential visits to State Association conferences, fund visits to conferences given by groups such as REFORMA, American Indian Library Association, Asian Pacific American Librarians Association, Black Caucus of ALA, Chinese American Librarians Association, Gay, Lesbian, Bisexual, and Transgender Roundtable of ALA

**START DATE:** 2017

**COMPLETION DATE:**

---

**ACTION:** Promote Trustee membership category (MPLA has a trustee membership category, but no members at this time).

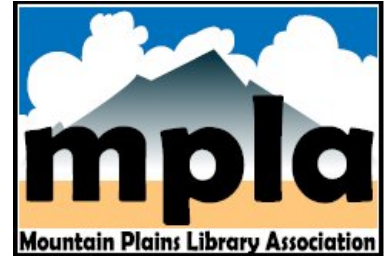
**OWNER:** Membership Committee, Executive Committee, Admin

### TACTICS:

- Contact trustee members and get more information

**START DATE:** 2017

**COMPLETION DATE:**



# 2017 Action Plan



## GUIDING PRINCIPLE THREE (continued):

We are dedicated to realizing the potential of our multi-state collaboration through leadership development, professional growth opportunities for members, and engagement with the larger library community.

**ACTION:** Promote the use of Zoom platform to allow members to prep for conference presentations with an audience of colleagues from across the region.

**OWNER:** Professional Development Committee, State Representatives, Executive Committee

**TACTICS:**

**START DATE:** 2017

**COMPLETION DATE:**

**ACTION:** Establish a more rigorous training program for state representatives

**OWNER:** Executive Committee, Executive Secretary

**TACTICS:**

**START DATE:** 2017

- State rep orientation via Zoom is very important
- State rep duties as outlined in the MoP should be emphasized
- Buddy system?

**COMPLETION DATE:**

**ACTION:** Immediately place new members with roles and duties that suit their skills

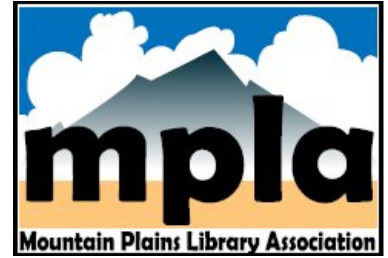
**OWNER:** Membership Committee, Professional Development Committee

**TACTICS:**

**START DATE:** 2017

- Personal Contact

**COMPLETION DATE:**



# 2017 Action Plan



## GUIDING PRINCIPLE THREE (continued):

We are dedicated to realizing the potential of our multi-state collaboration through leadership development, professional growth opportunities for members, and engagement with the larger library community.

**ACTION:** Enhance communication channels to all members - email, texts, blogs, social media, etc.

**OWNER:** Communications Committee, Membership Committee, Webmaster, Executive Committee

**TACTICS:**

- Recruit people who want to help

**START DATE:** 2017

**COMPLETION DATE:**

---

**ACTION:** Recruit new member states for MPLA. Idaho? Missouri?

**OWNER:** Executive Committee, Admin

**TACTICS:**

- Invite association president to a joint conference and board meeting

**START DATE:** 2017

**COMPLETION DATE:**