

# NHLA Strategic Plan 2022-2023

## **NHLA Mission Statement**

New Hampshire Library Association (NHLA) is a professional association of library workers, trustees, and library supporters whose purpose is:

- To advance the interests of its members through advocacy on library issues and increasing public awareness of library service.
- To support the professional development of its members.
- To foster communication and encourage the exchange of ideas among its members.
- To promote participation in the association and its sections.

## **Introduction**

With oversight from the NHLA Executive Board, the NHLA Strategic Planning subcommittee created a timeline and process for creating NHLA's first-ever strategic plan. During fall 2021, input was solicited from the NHLA membership, the New Hampshire library community at-large, NHLA Executive Board members, and NHLA sections. A link to the survey data is available on the NHLA web site.

At the end of this strategic plan, a new planning period will be embarked upon by the NHLA Executive Board. At the recommendation of the NHLA Strategic Planning subcommittee, the NHLA Executive Board will convene a new subcommittee group in Summer 2023 to begin the strategic planning process for the next plan, which will cover 2024-2025. A tighter, more focused plan better serves us in this moment, but future plans may entail more involved and wide-ranging methods of data gathering and advisement. As NHLA elected leadership turns over completely every three years, an updated plan should be embarked upon in two-year increments.

## **Strategic Areas of Focus**

The NHLA Executive Board has identified three strategic areas of focus for the next two years that are intended to increase the value and sustainability of NHLA. As reflected in the data gathered by the surveys, these goals and the work to achieve them should include the overarching values of diversity, inclusion, collaboration, and sustainability.

## **ADVOCACY**

NHLA advocates on behalf of libraries in New Hampshire (NH), connects to the library community within the state of New Hampshire and beyond, and promotes intellectual freedom for all.

- Inform the NH library community about current and relevant state and national issues and empower library workers and advocates to respond on a local level
- Empower libraries to advocate within their communities through partnerships and collaboration with NH State Library (NHSL), New Hampshire Library Trustees Association (NHLTA), New Hampshire School Library Media Association (NHSLMA), New Hampshire College and University Council (NHCUC)
- Employ a lobbyist to provide tracking of and insight into New Hampshire legislative issues
- Reinvigorate the Intellectual Freedom Committee by appointing a new chair and recruiting new committee members
- Appoint a Digital Collections task force to track industry developments and issues and to keep the NH library community and public informed

## **COMMUNICATION**

This strategic area focuses on communication within the association governance, to and from the membership, and NHLA communication methods (i.e. website, social media, Google Workspace, and Wild Apricot).

- Launch a new NHLA content-managed website
- Review and revise the NHLA mission statement to include the values of diversity, inclusion, collaboration, and sustainability, for approval by the Executive Board
- Create and implement communication standards for keeping membership and sections informed
- Create and implement templates for meeting agendas and reports to the Executive Board from sections/committees
- Continue the process of merging NHL SMA into NHLA as a section and communicate consistently with the current membership of both organizations
- Provide transparency to NHLA operations on the new website.
- Assess how to effectively use Google Workspace for association leadership communication and document a process for transition of online access to new Executive Board members at the December meeting
- Utilize ITS section expertise to keep the Executive Board up-to-date on existing and emerging technologies that support efficient and effective communication
- Create a Social Media Task Force to draft standards for NHLA's social media communication, andn present to the Executive Board for approval and implementation

## **PROFESSIONAL DEVELOPMENT**

This strategic area addresses the education and professional development of librarians in New Hampshire.

- Offer a wide range of opportunities for professional development that take advantage of traditional partnerships and novel collaborations (in-person and virtual)
- Support paralibrarians by reviewing and revising the current certification program
- Offer scholarships to NHLA members through the McDonald trust fund to support professional development
- Phase out the graduate loan program through the Mabel Winchell trust fund and reallocate those funds to scholarship opportunities
- Offer resources and learning opportunities regarding staff burnout/retention concerns of members
- Share information and training about emerging technologies throughout the library community

NHLA Strategic Planning Subcommittee members Mindy Atwood, Amber Coughlin, Justine Fafara, Lori Fisher, Leigh Ann Hamel, Brittany Overton, and Denise Van Zanten.

Approved by the NHLA Executive Board 4/12/2022.