

# AISLE STRATEGIC PLAN 2019-2024

## PROCESS:

In 2007, the Illinois School Library information Association recognized the importance of planning; therefore, the Association established a task force consisting of three elected AISLE officers, an employee, a system consultant, a university liaison and instructor, a non-member librarian, as well as two AISLE member librarians. The original plan was driven by trends extrapolated from the membership survey.

In 2013, the AISLE Board created a Strategic Plan Revision Task Force consisting of two board members, the interim executive secretary, the newsletter editor, and an AISLE member to update the current plan. The AISLE Board will use this Plan as a framework for developing its activities and initiatives during the next five years.

In 2019, the AISLE Board approved a Strategic Plan Task Force responsible for updating the 2013 Strategic Plan to reflect current and anticipated member needs.

## VISION STATEMENT:

To achieve universal recognition of school library information specialists as indispensable educational leaders.

## MISSION STATEMENT:

To empower the school library information profession by fostering leadership, education, and collaboration with other educators.

## We value ...

- ◆ Our Members
- ◆ Our Students
- ◆ Teaching & Collaboration with Fellow Educators
- ◆ Intellectual Freedom
- ◆ Ethics
- ◆ Advocacy
- ◆ Knowledge & Learning
- ◆ Professional Growth and Development
- ◆ Learning standards
- ◆ Library program standards/guidelines
- ◆ Reading & Literacies (information, visual, audio, print, non-print, etc.)
- ◆ Diversity

## GOALS

Goal #1: Advocate for licensed school librarians as essential participants in the education process.

Goal #2: Increase active membership in AISLE.

Goal #3: Provide responsive professional development which promotes collaboration and leadership for a diverse membership.

## OBJECTIVES & ACTIONS

**Goal #1: Advocate for licensed school librarians as essential participants in the education process.**

<p><b>A. Promote collaboration and provide leadership in learning standards implementation.</b></p>	<p><b>B. Encourage members to collaborate with peers both inside and outside of the library</b></p>	<p><b>C. Strengthen liaison relationships with educational organizations and agencies.</b></p>	<p><b>D. Promote legislative advocacy at the local, state and national levels.</b></p>	<p><b>E. Facilitate and encourage participation in Readers' Choice Awards as an educational resource.</b></p>	<p><b>F. Provide equal access to high-quality resources and materials.</b></p>
<p><b>Activity 1.</b> Form partnerships to apply for grants, idea sharing, and conference presentations among professional library organizations, higher education associations...</p> <p><b>Activity 2.</b> Encourage members to serve as educational leaders within library systems as well as other professional organizations and recognize those people at conference or online.</p> <p><b>Activity 3.</b> Encourage members to present at professional conferences.</p> <p><b>Activity 4.</b> Promote the school librarian as an educational leader in implementing new state and Linking for Learning program standards into the curriculum.</p>	<p><b>Activity 1.</b> Reach out and collaborate with classroom teachers in designing lessons or units of study.</p> <p><b>Activity 2.</b> Promote established best practices for creating school and public librarian partnerships.</p> <p><b>Activity 3.</b> Promote established best practices for creating school and academic librarian partnership.</p> <p><b>Activity 4.</b> Solicit submissions of our members' best collaborative practices for inclusion in AISLE resources.</p>	<p><b>Activity 1.</b> Continue to plan professional development and reciprocal conference exhibiting with other organizations and agencies such as ILA, ICE and IRC.</p> <p><b>Activity 2.</b> Advertise RFP guidelines and deadlines to AISLE members to encourage them to present and participate in other educational conferences.</p> <p><b>Activity 3.</b> Clarify ISBE liaison relationship and make a concerted effort to obtain a position representing school libraries within ISBE.</p> <p><b>Activity 4.</b> Strengthen ties with ALA/AASL with the Executive Secretary serving as the official liaison and attending the Affiliate Assembly meetings as the Illinois Affiliate representing AISLE.</p> <p><b>Activity 5.</b> Promote the Administrators Academy as a means of advocating for school librarians and school library programs.</p>	<p><b>Activity 1.</b> Appoint an official ISBE liaison who is responsible for attending ISBE meetings and hearings. When applicable, reach out to members to provide school library representation at local board meetings.</p> <p><b>Activity 2.</b> The Advocacy Manager and Legislative Function Rep will collaborate to create written templates or scripts for contacting local, state, and national stakeholders.</p> <p><b>Activity 3.</b> The ILA Liaison, Advocacy Manager, or Legislative Function Rep will represent AISLE by attending the Illinois Library Day in Springfield and encourage members to attend as well.</p> <p><b>Activity 4.</b> Pending Board approval, the Advocacy Manager and/or Legislative Function Rep will represent AISLE by attending the national Library Day in Washington, D.C.</p>	<p><b>Activity 1.</b> Continue to coordinate book awards for consistency in procedures.</p> <p><b>Activity 2.</b> Present and display information about book awards at AISLE, ILA, IRC, etc.</p> <p><b>Activity 3.</b> Use the AISLE website to promote materials created by the Readers' Choice Committees and our membership.</p> <p><b>Activity 4.</b> Continue to provide online registration and voting capabilities.</p> <p><b>Activity 5.</b> Recognize and promote library programs participating in the Readers Choice Awards.</p>	<p><b>Activity 1.</b> Promote unfettered access to information, ideas, and diverse perspectives for all.</p> <p><b>Activity 2.</b> The Intellectual Freedom Chair and Professional Development Function Rep could coordinate professional development opportunities regarding law and policy about intellectual freedom issues. For example, topics can include Banned Books Week, Library Bill of Rights, Digital Citizenship, etc.</p> <p><b>Activity 3.</b> The Intellectual Freedom Chair will attend the ALA Office of Intellectual Freedom meetings in order to share resources and information with AISLE members.</p>

**Goal #2: Increase active membership in AISLE.**

<p><b>A. Plan activities intentionally to develop and support future AISLE leaders.</b></p>	<p><b>B. Promote a variety of different avenues of communication to encourage participation among members.</b></p>	<p><b>C. Reach out to college/certification programs to recruit student members.</b></p>	<p><b>D. Advertise volunteer opportunities for the membership.</b></p>	<p><b>E. Produce public relations and marketing pieces identifying AISLE opportunities and programs.</b></p>
<p><b>Activity 1.</b> Make new members aware of current leadership.</p> <p><b>Activity 2.</b> Maintain records, such as notes, timelines, contact information of previous leaders, calendars, etc., with the objective of assisting members stepping into new leadership roles.</p> <p><b>Activity 3.</b> Recruit from the general membership to fill leadership roles.</p> <p><b>Activity 4.</b> Encourage AISLE members across the state to join AISLE committees and/or Chapters.</p> <p><b>Activity 5.</b> Continue the leadership summit- with the goal alternating between the goal of recruiting new leaders and the goal of training current leaders</p> <p><b>Activity 6.</b> Discuss leadership positions during a session or a social event at conference.</p>	<p><b>Activity 1.</b> Continue to provide support for the membership portal on the AISLE website to allow members to access their account information--renewal dates, workshop registration, award registration, etc.</p> <p><b>Activity 2.</b> Use the Readers' Choice Awards to direct traffic to the AISLE website.</p> <p><b>Activity 3.</b> Continue to disseminate AISLE information via the online newsletter.</p> <p><b>Activity 4.</b> Adapt to new social media platforms as a means of sharing time-sensitive information among AISLE members.</p> <p><b>Activity 5.</b> Promote appropriate listserv use as a way to communicate time-sensitive information and inquiries.</p> <p><b>Activity 6.</b> Promote and utilize a members-only email for official AISLE communication.</p> <p><b>Activity 7.</b> Encourage participation among new members with a webinar describing the benefits of</p>	<p><b>Activity 1</b> Maintain an updated list of library licensure programs and instructors.</p> <p><b>Activity 2.</b> Invite program directors, instructors, and students to conferences and leadership events.</p> <p><b>Activity 3</b> Send membership/ conference information for distribution and/or display to students.</p> <p><b>Activity 4.</b> Continue to provide Student ribbons for conference/workshop name tags.</p> <p><b>Activity 5.</b> Reach out to instructors to offer association/member expertise as a resource during instruction.</p>	<p><b>Activity 1.</b> Encourage AISLE conference and workshop volunteers, as well as booth workers at other conferences.</p> <p><b>Activity 2.</b> Promote opportunities to serve on committees and task forces through social media and other avenues of communication..</p> <p><b>Activity 3.</b> The Volunteer Coordinator will maintain an updated list of members willing to volunteer.</p>	<p><b>Activity 1.</b> Produce AISLE resources to distribute to new or potential members.</p> <p><b>Activity 2.</b> Highlight Readers' Choice Book Awards resources as a benefit of AISLE membership.</p> <p><b>Activity 3.</b> Make all AISLE-produced items easier to obtain online in a membership portion of the AISLE website</p> <p><b>Activity 4.</b> Prepare displays to use at other associations' conferences.</p> <p><b>Activity 5.</b> Encourage members presenting at other conferences to represent themselves as AISLE members.</p>

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**Goal #3: Provide responsive professional development which promotes collaboration and leadership for a diverse membership.**

<p><b>A. Offer multiple opportunities for training including conferences, workshops and/or online trainings.</b></p>	<p><b>B. Seek avenues for partnerships with other library organizations and build relationships with professional groups and associations to provide joint conferences, networking and training opportunities around the state.</b></p>	<p><b>C. Promote and advertise available online technology training tools and PD events</b></p>	<p><b>D. Survey the membership for their professional development needs.</b></p>
<p><b>Activity 1.</b> Continue to offer an annual fall conference, “mini” conferences, and/or workshops state-wide.</p> <p><b>Activity 2.</b> Utilize current technology to provide online training and/or share ideas and programs.</p> <p><b>Activity 3.</b> Create an online volunteer form on the membership portion of the home page for people willing to be presenters.</p> <p><b>Activity 4.</b> Promote AISLE chapters’ professional development events across our communication platforms.</p>	<p><b>Activity 1.</b> Publicize workshops, conferences and seminars offered by other organizations to the membership.</p> <p><b>Activity 2.</b> Assist in planning and presenting workshops with the Illinois Library Systems and Regional Offices of Education..</p> <p><b>Activity 3.</b> Showcase the collaborative work by our members with other stakeholders at professional development events.</p>	<p><b>Activity 1.</b> Provide information on the website, listserv and newsletter to lead members to online training tools</p> <p><b>Activity 2.</b> Offer conference sessions, workshops, and Webinars on using new technology and promote the event well in advance.</p> <p><b>Activity 3.</b> Use social media platforms to promote events, such as PD offerings at Chapter-level.</p> <p><b>Activity 4.</b> Communicate upcoming state or chapter events using contact information from Region 3 affiliates (AASL).</p>	<p><b>Activity 1.</b> Design and distribute an online professional development survey (including possible presenters) for the membership every other year.</p> <p><b>Activity 2.</b> Monitor state and national initiatives for potential professional development needs.</p> <p><b>Activity 3.</b> Collect and review evaluation forms from conference and workshop participants to continue providing necessary training.</p>