



Pennsylvania School Librarians Association Strategic Plan 2012-2018

Goal 1: Advocacy

Objective: Communicate with stakeholder groups the impact school library programs have on student achievement.

Actions	Timeline	Responsibilities	Resources	Expected Outcomes	Evidence/Evaluation
1. Inform stakeholder groups of the role of school library program in teaching and learning through a consistent method of outreach	2014 (July) Implement- -ongoing	<ul style="list-style-type: none"> Board/Strategic Communicator Communication Committee Award Committee 	<ul style="list-style-type: none"> Model curriculum Strategic communication newsletter Testimonials from PSLA Award Winners National and other state school library associations websites 	<ul style="list-style-type: none"> Handout for other stakeholder groups Presentations to other stakeholder groups Articles in other stakeholders' organizational publications One-stop site of tools to empower PSLA members 30 second PSA 	<ul style="list-style-type: none"> Statistics and documentation of interaction with other stakeholder groups: <ul style="list-style-type: none"> -Presentations -Articles -Exhibits

Goal 1: Advocacy

Objective: Educate pre-service teachers and pre-service administrators on the value of a school library program.

Actions	Timeline	Responsibilities	Resources	Expected Outcomes	Evidence/Evaluation
1. Create and distribute a multimedia presentation of "What Your School Librarian Can Do For You" for use in teacher induction and training for student teacher or new faculty training.	2016 (July)- 2017 (June)	<ul style="list-style-type: none"> Teaching and Learning Committee Communications Committee 	<ul style="list-style-type: none"> Student Videos 	<ul style="list-style-type: none"> Online 3 minute presentation and training materials for school librarians use 	<ul style="list-style-type: none"> Statistics and documentation of usage through PSLA member reporting

Goal 1: Advocacy

Objective: Enhance positive relationships with legislators about school library programs.

Actions	Timeline	Responsibilities	Resources	Expected Outcomes	Evidence/Evaluation
1. Investigate hiring a part-time lobbyist.	2012 (Oct)-2013 (June)	<ul style="list-style-type: none"> Board Legislation Committee 	<ul style="list-style-type: none"> Tax accountant Other state organizations 	<ul style="list-style-type: none"> Report stating pros and cons of hiring a lobbyist 	<ul style="list-style-type: none"> Decision on feasibility of hiring a lobbyist
2. Create a PSLA Legislator Award.	2016 (July)-2018 (June)	<ul style="list-style-type: none"> Awards Committee Board/Strategic Communicator 	<ul style="list-style-type: none"> Other state association criteria 	<ul style="list-style-type: none"> Award criteria Award application 	<ul style="list-style-type: none"> Presentation of award

Goal 2: Communication

Objective : Generate an infrastructure that provides for effective communication within the PSLA Organization.

Actions	Timeline	Responsibilities	Resources	Expected Outcomes	Evidence/Evaluation
1. Develop a resource that communicates "Everything You Need to Know About PSLA And Don't" (FAQ).	2016 (July)-2018 (June)	<ul style="list-style-type: none"> Operations Committee 	<ul style="list-style-type: none"> Feedback from PSLA members Committee chairs' Input 	<ul style="list-style-type: none"> Informed membership Information posted on the PSLA Website 	<ul style="list-style-type: none"> Statistics and documentation of hits on FAQ resource
2. Identify communication leaders in each IU to improve communication between PSLA membership and the PSLA Board.	2016 (Jan)-2016 (June)	<ul style="list-style-type: none"> Board 	<ul style="list-style-type: none"> Previous Regional Coordinators ELA Members 	<ul style="list-style-type: none"> Coordinator for each IU Job description for a Regional Communicator 	<ul style="list-style-type: none"> Job description Evidence of communications
3. Coordinate and promote the use of PSLA social media to communicate within the organization.	2012 (Oct)-ongoing	<ul style="list-style-type: none"> Communication Committee 	<ul style="list-style-type: none"> Social media tools PSLA Social Media Policy 	<ul style="list-style-type: none"> Increase timeliness of communications Members utilizing PSLA social media tools as a component of personal learning network Promote organization 	<ul style="list-style-type: none"> Statistics on number of likes or followers of social media tools

				visibility	
4. Update online tools and resources in a timely and effective manner.	2013 (Jan)-ongoing	<ul style="list-style-type: none"> Communications Committee 	<ul style="list-style-type: none"> PSLA Website 	<ul style="list-style-type: none"> Improved communication within the Association 	<ul style="list-style-type: none"> PSLA Website

Goal 2: Communication

Objective: Strengthen and expand our partnership network.

Actions	Timeline	Responsibilities	Resources	Expected Outcomes	Evidence/Evaluation
1. Identify, create, and facilitate partnerships with professional organizations as charged by the Board of Directors.	2014 (July)-ongoing	<ul style="list-style-type: none"> PSLA Board/Strategic Communicator 	<ul style="list-style-type: none"> Presidential contact list of organizations 	<ul style="list-style-type: none"> Data points that identify successful and unsuccessful contacts and activities with other organizations Statistics and documentation on -Conference workshops - Journal articles -Dual memberships Partnerships 	<ul style="list-style-type: none"> Statistics and documentation on -Conference workshops - Journal articles -Dual memberships

Goal 3: Organization

Objective: Explore methods using virtual connections to increase the leadership involvement of members.

Actions	Timeline	Responsibilities	Resources	Expected Outcomes	Evidence/Evaluation
1. Utilize conferencing technologies PSLA Website, and PSLA social media to promote	2016 (Jan)-ongoing	<ul style="list-style-type: none"> Board Teaching and Learning Committee Conference 	<ul style="list-style-type: none"> Adobe Connect PSLA Website PSLA social media networking sites 	<ul style="list-style-type: none"> Use by leadership of Association Use by committee chairs Testimonials 	<ul style="list-style-type: none"> Assessment of the technology. Data points of usage Feedback from

member participation in PSLA activities.		Committee	<ul style="list-style-type: none"> PSLA Conference app 	<ul style="list-style-type: none"> Banners Highlights of award winning programs Best practices 	participants.
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Goal 3: Organization

Objective: Utilize the most effective and efficient organizational system for the Association.

Actions	Timeline	Responsibilities	Resources	Expected Outcomes	Evidence/Evaluation
1. Identify potential PSLA members and develop a creative marketing campaign.	2016 (Jan)-ongoing	<ul style="list-style-type: none"> Operations Committee Educators Special Interest Group 	<ul style="list-style-type: none"> AASL Membership List Graduation list of library science majors ELA 	<ul style="list-style-type: none"> AASL members in PA that are not PSLA members. New librarians PA Affiliate Library Organizations A list of all potential members Contests Incentives Discounts Publicity 	<ul style="list-style-type: none"> Increased membership

Goal 4: Professional Development

Objective: Provide professional development opportunities for school librarians and other educators to develop and promote a strong school library program using a variety of delivery methods

Actions	Timeline	Responsibilities	Resources	Expected Outcomes	Evidence/Evaluation
1. Online professional development data collection tool.	2016 (Jan)-ongoing	<ul style="list-style-type: none"> Teaching and Learning Committee Board 	<ul style="list-style-type: none"> List of potential professional development 	<ul style="list-style-type: none"> Board approved survey by February 1st Knowledge of the 	<ul style="list-style-type: none"> Continuous list of professional development

			categories and established proficiency levels	professional development needs of the membership <ul style="list-style-type: none"> • Proficiency levels • List of potential trainers 	categories
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Goal 4: Professional Development

Objective: Provide professional development opportunities for school librarians and other educators to develop and utilize best practices that impact student achievement.

Actions	Timeline	Responsibilities	Resources	Expected Outcomes	Evidence/Evaluation
1. Identify, create, and/or share diverse professional development opportunities.	2013 (Jan)-ongoing	<ul style="list-style-type: none"> • Teaching and Learning Committee • Conference Committee • Communications Committee 	<ul style="list-style-type: none"> • Other professional organizations • Member suggested opportunities • PSLA communication tools 	<ul style="list-style-type: none"> • Easy access for differentiated professional development opportunities 	<ul style="list-style-type: none"> • Evaluations of professional development opportunities • Statistics and documentation of usage

Goal 4: Professional Development

Objective: Update school librarians and stakeholders on national and state standards and trends.

Actions	Timeline	Responsibilities	Resources	Expected Outcomes	Evidence/Evaluation
1. Refine and distribute a list of characteristics of exemplary school library programs and school librarians.	2016 (July)-2018 (June)	<ul style="list-style-type: none"> • Teaching and Learning Committee 	<ul style="list-style-type: none"> • Teacher Effectiveness documentation • Visitation rubrics for Outstanding School and District Library Programs • Walk-through 	<ul style="list-style-type: none"> • Individual members will be able to self-evaluate and determine areas of need in professional development • Administrators will be able to evaluate their school/district program 	<ul style="list-style-type: none"> • Self-evaluation checklist for librarians • Evaluation checklist for administrators

			<ul style="list-style-type: none">evaluation form PSLA Award Winners	so their librarians can advocate for professional development	
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