### GOAL I. ARTICULATE NEW DIRECTIONS AND IDENTITY FOR THE PROFESSION

#### OBJECTIVES

<table>
<thead>
<tr>
<th>A. Leverage and promote the art information professionals’ skills beyond the library context.</th>
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<tbody>
<tr>
<td><strong>OBJECTIVES</strong></td>
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<tr>
<td><strong>ACTIONS</strong></td>
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<tr>
<td><strong>AGENTS</strong></td>
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<tr>
<td>1. Raise visibility of programs, policies, and initiatives developed by ARLIS/NA members and those partnerships forged with outside or affiliated institutions and consortia.</td>
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<td>1. Develop innovative outreach efforts to increase membership recruitment, retention, prospects, and sponsorship from both familiar sources and emerging frontiers.</td>
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<td>IRC</td>
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<td>EB AFF. ORG LIAISON</td>
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<tr>
<td>2. Establish talking points for the art information professional to communicate their value to their respective institutions and beyond.</td>
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<tr>
<td>3. Facilitate leadership training within the Society and across organizational borders by reaching out to leadership at related organizations.</td>
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<td>CPC</td>
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<td>3. Sponsor assessment studies of user research needs for art information discovery and dialogue.</td>
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<td>2. Facilitate an ongoing dialogue concerning new advances in the field through a webinar series, a professional resources series, and/or a blog feature.</td>
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<td>PPC</td>
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</tbody>
</table>

#### AGENTS LEGEND

- **AC** = Awards Committee
- **CAC** = Cataloging Advisory Committee
- **CPAC** = Conference Planning Advisory Committee
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- **SPC** = Strategic Planning Committee
- **TBN** = To Be Named

**bold** = primary agent
## ARLIS Strategic Plan and Action Plan for 2011-2015

### GOAL II  EXPAND MENTORING, MANAGEMENT, AND TRANSITION SKILLS

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>A.</strong> Introduce additional mentoring opportunities that increase the possibilities for informal and less structured support and learning experiences for new professionals.</td>
<td>1. Encourage opportunities for early career professionals to serve on ARLIS/NA and chapter committees.</td>
<td>EB, EB CHAPTERS LIAISON, MC, PDC</td>
</tr>
<tr>
<td><strong>B.</strong> Extend and encourage professional development, continuing education, networking and mentoring opportunities, for both mid-career and senior career professionals.</td>
<td>1. Design, implement, and fund a mid-career ARLIS/NA Fellowship Award given annually to recognize an up-and-coming mid-career professional in art librarianship or in an emerging or developing field which could make a significant impact on librarianship.</td>
<td>AC, CPC, PDC, DC</td>
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<tr>
<td></td>
<td>2. Identify management training workshops and/or webinars that address professional development for the mid-career and senior career members.</td>
<td>PDC, EB CHAPTERS LIAISON</td>
</tr>
<tr>
<td><strong>C.</strong> Enhance the visibility of all ARLIS/NA and chapter mentoring efforts.</td>
<td>1. Develop a web presence for the promotion of both Society-wide and local mentorship programs.</td>
<td>PDC, EB CHAPTERS LIAISON, CPC</td>
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<tr>
<th>GOALS III. CREATE STRONGER LEADERSHIP THROUGH PROMOTION, COOPERATION AND ADVOCACY</th>
<th>ACTIONS</th>
<th>AGENTS</th>
</tr>
</thead>
</table>
| **A. Expand the Society’s programs to attract those new to the art information profession and those from a diverse range of institutions.** | 1. Schedule appearances at college job fairs to promote art librarianship as a potential career path for students and to promote student membership in ARLIS/NA. | MC  
DVC  
EB CHAPTERS LIAISON  
PDC  
CPC |
| | 2. Design and distribute an outreach resource kit for Divisions and Chapters to help promote ARLIS/NA as they connect with local LIS program events, open houses or job fairs. | MC  
PDC  
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| **B. Foster partnerships and affiliations with other professional organizations by identifying opportunities for dialogue and collaboration.** | 1. Identify organizations with common interests, based upon ARLIS/NA members who have memberships in other professional organizations, to be targeted for affiliation. | TBN  
PDC  
PDC  |
| | 2. Provide a forum in which ARLIS/NA members can highlight and share experiences from other conferences, workshops, or research in which they have participated. | PDC  
PDC  
PDC  
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PDC  |
| **C. Build stronger partnerships and programming with our North American, European and international organizations.** | 1. Investigate joint programming in which ARLIS/NA partners with related organizations. | PDC  
PDC  
PDC  |
| **D. Promote active chapter involvement as a vital stepping stone towards future societal leadership.** | 1. Develop leadership workshops to be offered at annual conferences, chapter meetings, or through virtual means. | EB  
EB CHAPTERS LIAISON  
PDC  
PDC  |
| | 2. As part of a first-time attendee’s annual event, dedicate time for chapter chairs to pitch their chapters’ activities. | EB  
EB CHAPTERS LIAISON  
PDC  
PDC  
PDC  |
| **E. Adopt official positions on major issues impacting the profession and the art research environment.** | 1. Establish ARLIS/NA participation on relevant taskforces and/or committees; create professional advocacy materials; and disseminate white papers. | PPC  
PDC  |
| | 2. Influence the development of standards for the digitization and digital production of art publications, art information and images. | PPC  
CAC  
PDC  
PDC  
PDC  
PDC  |

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## ARLIS Strategic Plan and Action Plan for 2011-2015

### GOAL IV. EMPHASIZE OUR COLLECTIONS AND STEWARDSHIP ROLE

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<th>OBJECTIVES</th>
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<tbody>
<tr>
<td>A. Provide a framework and forum for resource sharing collaborations between members and outside institutions, organizations and consortia.</td>
<td>1. Promote current efforts of resource sharing collaborations underway by ARLIS/NA members and affiliated groups.</td>
<td>TBN PPC MC EB AFF. ORG LIAISON</td>
</tr>
<tr>
<td></td>
<td>2. Determine areas of potential collaboration related to resource sharing with other organizations by identifying and working with ARLIS/NA members already affiliated with outside groups.</td>
<td>TBN MC EP AFF. ORG LIAISON</td>
</tr>
<tr>
<td>B. Define and articulate our role as stewards of our collections and provide guidance and language to encourage good stewardship.</td>
<td>1. Establish a clearinghouse or knowledgebase, drawing from both institutions and outside associations, addressing collections stewardship and preservation.</td>
<td>CPC</td>
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<td>1. Identify and work with ARLIS/NA members charged with directly overseeing special collections to develop a set of talking points or guidelines illustrating the collections’ importance to not only the parent organization but the larger disciplines served.</td>
<td>CPC PP MC EB AFF. ORG LIAISON</td>
</tr>
<tr>
<td>C. Increase awareness of the importance of unique and special collections and their significance in supporting the missions of their parent organizations.</td>
<td>1. Form an ARLIS/NA task-force to investigate, identify and make recommendations on developing guidelines for collection security of electronically licensed resources.</td>
<td>PPC EB. AF. ORG LIAISON</td>
</tr>
<tr>
<td>D. Address new risk management issues engendered by the shift from institutional ownership of resources to our reliance on licensing access to resources.</td>
<td>1. Investigate cost, storage and duplication issues of maintaining materials once they have been digitized and broadly available as online resources.</td>
<td>PPC EB</td>
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## Goal V: Strengthen the Society's Communication and Operational Infrastructure

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<tbody>
<tr>
<td><strong>A. Improve communication across the organization, enhancing relations among and between the Executive Board, committees, divisions and sections, special interest groups, chapters and liaisons.</strong></td>
<td>1. Review current communication practices to establish guidelines for improvements and explore new technologies to support organizational dialogue.</td>
<td>CPC, EB</td>
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<td>2. Centralize key societal communication on the ARLIS/NA website and announce site updates on the listserv.</td>
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<td><strong>B. Align the Society's significant business with the goals and objectives set forth in the Strategic Plan.</strong></td>
<td>1. Incorporate the Strategic Plan into the Society's business agenda with reviews and discussions at the annual conference, the establishment of a standing Strategic Planning Committee, a report template to track implementation progress, and enhanced website access to ensure continuity and communication of action.</td>
<td>CPC, SPC, EB</td>
</tr>
<tr>
<td><strong>C. Continually explore ways in which to enhance the Society's virtual presence through its website and other social media.</strong></td>
<td>1. Launch an ARLIS/NA blog with a variety of regularly updated, featured columns.</td>
<td>CPC</td>
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<td>2. Create a coordinator position for an ARLIS/NA 'voice', a member responsible for regularly promoting the society's activities through social media.</td>
<td>CPC, EB</td>
</tr>
<tr>
<td><strong>D. Facilitate the transfer of leadership and the overall cohesion of the committees, divisions, sections, chapters and liaisons over time by identifying the tools and best practices for record retention of their accomplishments.</strong></td>
<td>1. Establish a task-force to explore the creation of a cloud-based, member-accessible archive for ARLIS/NA's electronic records.</td>
<td>DAC, EB</td>
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<td>2. Create a leadership standards training module for incoming chapter and committee chairs, focused on imparting details of best practice for ARLIS/NA records retention.</td>
<td>EB, CHAPTERS LIAISON, DAC, CPC</td>
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</tbody>
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