BACKGROUND

Newly Appointed Strategic Planning Committee and Charge

In February 2010 the ARLIS/NA Executive Board (EB) re-appointed a Strategic Planning Committee to develop the next five-year plan (2011-2015). The new Committee consists of Patricia Barnett, Chair; Jon Evans, Board Liaison; and Committee Members: Hannah Bennett, Eumie Imm-Stroukoff, Jamie Lausch, Barbara Rockenbach and Eric Wolf. At their initial meeting in Boston, current issues were discussed; over the next few months, the Committee will seek input from the Membership in order to develop a plan that meets the economic and technological challenges facing our profession today. The goal is to have a completed Strategic Plan for 2011-2015 by late December 2010.

REPORT OF INITIAL MEETING (Boston, April 24, 2010)

6pm, Hotel lobby; members present: Hannah Bennett, Eumie Imm-Stroukoff, Jamie Lausch, Eric Wolf, Jon Evans and Pat Barnett; notes compiled by Jamie Lausch, Pat Barnett and Jon Evans.

KEY ISSUES OF LAST DECADE

- Leadership
- Professional development
- Conferences; society’s activities and operations
- Streamlining the organization; effectiveness of society
- Foster resources and standards
- Advocacy

PROPOSED ISSUES FOR 2011-2015

New Direction & Identity for the Profession

- Economic Impact on Libraries leading to down-sizing and demise;
- Evolving Technological/Digital Impact raising issues of duplication of collections, storage, and efforts;
- Mission Critical Issues; leveraging art librarians’ skills beyond traditional roles and outside the library; bridge building; professional contracting; integrate skills into museum or academic institutions; facilitate communication between libraries & vendors; harness the meaning of our degrees and training; collections stewardship;
• Identify impact; look at documentation of other organizations such as SLA regarding their new identity/branding; better communicate our relevance through an identity;
• Nomenclature of profession (art librarianship, art/design librarianship, art information);
• Composition of membership (librarians, VR curators, archivists, information managers).

Stronger Leadership Presence through Promotion, Cooperation and Advocacy
• Increased international and “North American” connections (Canada and Mexico); add Canadian to SP Committee; emphasize importance of connecting with international organizations; address the international focus of the society more directly (e.g.: connect with ARLIS Norden, etc.)
• Critical role of Collaboration/Affiliations; external promotion, cooperation and advocacy; fostering partnerships with other organizations (ex: SAA, MCN, ACRL, SLA, AASL); importance of networking; formalize the roles of liaisons (ex: CAA liaison duties?)
• Chapters are not reflected in current document; we should be sure to add; Chapter meetings can be used as a way to reach the membership in person (plant seeds for feedback); need for more input/communication with Chapters;
• Address Risk Management/Stewardship; e.g., Getty/BHA; our relationship to vendors; contingency.
• Support through Advocacy of fundamental issues that impact not only ARLIS, but impact our relationships with affiliated societies [and vendors];
• Establish ARLIS as a stronger presence; also for our members and threatened entities; advocacy on a group level, e.g. UCLA Arts Library closing issue;
• Define better advocacy roles for committee.

Prioritize the Society’s Role in R&D and Sharing/Networking Resources/Knowledge
• Focus on R&D (emerging technologies, initiatives); beyond Education taskforce; align this with technology shifts; R&D as an activity/priority for the society (e.g., New Media Horizon Report); include key trends and technologies; ARLIS should consider creating a similar document and/or Clearinghouse;
• Revitalize the role of the education office, connecting with librarians in training at library schools;
• Sharing the resources of members; Networking resources;
• Increased Functionality on Web site;
• Sharing knowledge through Occasional Papers;

Expand Mentoring, Transition and Management Skills
• Mentoring should be less onerous, less formal, more natural;
• Opportunities should be available to extend networking/mentorship into mid-career and beyond the conference time e.g., mid-career professionals transitioning to management (transitions, mentorship, management skills);

Develop an Action Plan for Ongoing Implementation, Evaluation & Assessment
• Action plan for Implementation needs to be included along with SP; should include Bench-Marks; Implement in phases; who should do the reviewing?
• Building in evaluation and assessment;
• VRA model -- incorporates action plan including key players and stakeholders;
• Importance of ongoing communication during the implementation phase;
• Annual Reports to the EB to serve as evaluation tool once SP approved.

Improve Communication & Functionality Overall
• Communicating protocols established between EB and SP-Committee;
- Improved communication between/among EB, Chapters; clarify functionality of the liaisons; make it essential that EB consults this document prior to any significant decision making;
- Address transitions in chairs for committees (what happens to papers, etc.)
- Looking through ARLIS archives for past strategic planning documents
- Archives passed from chair to chair; turned over to society; is protocol in writing?
- Focus on how this document can help the organization in very real terms.

GATHERING ADDITIONAL ISSUES

Surveys, Focus Groups, etc.
Previous surveys are outdated; new assessments needed to address current issues; another survey (not favored); focus group (favored) along with communication media (i.e., the Society’s new GoTo Webinar/chat software) tailored to specific topics or groups; propose using Webinar/chat software to reach membership in focus groups with tailored topics. Other options: open sessions; chapter meetings.

Standardize Format Issues
Committee agreed upon a 5-year cycle as the suitable timeframe to be covered by the Strategic Plan; this SP is focused on 2011-2015; the length/detail of SP document (1 ½ pages – 10 pages) is to be decided; the last SP was too short.

Communication among Committee Members
Group distributed email is primarily used along with periodic conference calls; and the use of Adobe Acrobat share for sharing documents.

FOLLOW-UP ACTIONS

1. Assess document sharing options with Adobe Acrobat share (Eric)
2. Recommendations for Canadian committee member (Jon)
3. Carry-out Strategic Plan reviews: VRA(Jamie), ALA(Eric), SLA(Eumie), and METRO(Pat)
4. Identify options for obtaining feedback from ARLIS/NA membership: Survey, focus groups, etc. (Hannah and Jamie)
5. Identify membership focus groups to target (Hannah and Jamie)
6. Establish a draft Timeline and begin to categorize issues (Pat)

Set up a Conference call, circa end of May