

AASL Online Committee Chair Orientation
WEEK 5: "AASL's Strategic Plan and Where YOU Fit In"

Hello!

If you don't know where you are going, how will you know when you arrive? Every organization needs a plan or road map for its future. The AASL Board of Directors adopted AASL's Strategic Plan during the ALA Annual Conference in Chicago in June 2005 and has made additional progress since then.

The Strategic Plan is available on the AASL website at
<http://www.ala.org/ala/aasl/aboutaasl/aaslgovernance/aaslstrategicplanning/spgoals.cfm>

More information is available at
<http://www.ala.org/ala/aasl/aboutaasl/aaslgovernance/aaslstrategicplanning/strategicplanning.cfm>

Several years in development, the Plan defines clear goals and objectives for achieving those goals.
Whether the target actions listed are met depends on the work YOU and your committee does.

We began by *envisioning our future* and framed this with assumptions about the relevant future in the areas of demographics, legislation/regulating, global business climate, science/technology, and the professional competition/structure. Our current vision and mission are still strong statements and remain the same, providing us with a basis for the new strategic plan.

In order to make progress in the 10-15 year envisioned future, AASL must constantly anticipate the strategic factors likely to affect its ability to succeed and to assess the implications of those factors. This first process of building foresight about the future will help AASL to constantly recalibrate its view of the relevant future, a basis upon which to update the strategic plan on an annual basis. As the outcome-related goals will be based on this foresight, annual review of these statements will be an appropriate method of determining and ensuring the ongoing relevance of the strategic plan.

Next we developed the *Core Ideology*, which describes the association's consistent identity that transcends all changes related to its relevant environment. It consists of two elements - core purpose - the association's reason for being - and core values - essential and enduring principles that guide the association. The envisioned future conveys a concrete yet unrealized vision for the association. It consists of a "big audacious goal" - a clear and compelling catalyst that serves as a focal point for effort - and a vivid description - vibrant and engaging descriptions of what it will be like to achieve the big audacious goal.

Core Purpose

To provide leadership for excellence in the school library profession and school library programs.

Core Organizational Values

- Commitment to information literacy and reading
- Commitment to state-certified school library media specialists
- Dedication to life-long learning
- Visionary and responsive leadership
- Commitment to organizational excellence and integrity
- Strength through member involvement

- Inclusiveness of people and ideas
- Protection of intellectual freedom
- Belief in the power of collaboration
- Influence in education decision-making

Envisioned Future

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

The goals identified represent areas to be addressed in the next three to five years. These are areas in which AASL will explicitly state the conditions or attributes it wants to achieve. These outcome statements define “ what will constitute future success”. The achievement of each goal will move the organization toward the realization of its vision. Each goal’s objectives provide direction and actions on how the association will accomplish its articulated goals.

Goal Area: Guidelines and Standards

The school library profession will recognize AASL’s guidelines for school library media programs and information literacy standards for student learning as the model of excellence for the profession.

Objectives:

1. Increase currency and relevancy of AASL’s guidelines for school library media programs.
2. Increase the currency and relevancy of AASL’s information literacy standards for student learning.

Goal Area: Advocacy

All stakeholders will understand and recognize that the school library media specialist and school library programs are essential to teaching and learning.

Objectives:

1. Increase member involvement in national advocacy
2. Increase member involvement in state advocacy
3. Increase member involvement in local advocacy.

Goal Area: Professional Development

AASL’s professional development opportunities will be important, valuable, and available to school library media specialists.

Objectives:

1. Increase the link between member needs and professional development content.
2. Increase the financial viability of professional development programs.
3. Increase opportunities for professional development

Goal Area: Influence Within ALA

ALA will understand and support the issues important to school library media specialists and school library media programs.

Objectives:

1. Increase AASL member involvement in ALA leadership.
2. Raise the profile of school library media issues within ALA.

Goal Area: Community

AASL will be a vibrant, inclusive, accessible, and supportive community for school library media specialists.

Objectives:

1. Increase the number of members involved in AASL.
2. Increase SLMS' understanding and value of AASL.

YOUR TASK for the week is to find where your committee's work fits into AASL's Strategic Plan. Send the list a Week 5 e-mail with your committee's connections to our Strategic Plan.

What will happen with AASL's Strategic Plan? The Plan is a dynamic changing document, its content and progress will continually be assessed by the AASL Executive Committee and Board.

YOU and YOUR COMMITTEE are also an important part of what happens next with AASL's Strategic Plan in two ways. First, you are the "eyes and ears" of the Association in the field. Your knowledge helps AASL's decision-making to be based on an accurate assessment of where our field is going. The second way you are important to the Strategic Plan is by finding and carrying out your committee's responsibility within the Plan. YOUR committee's minimum expected outcomes are directly related to the Strategic Plan. In this way, AASL's Strategic Plan belongs to us all.

While this is the last weekly online orientation message, I'll be posting messages to this email list from time to time, and I hope that you will feel free to post your general committee work or AASL questions here.

I have REALLY ENJOYED these five weeks of interactions with you, AASL's committee chairs, and look forward to seeing you in Denver in January.

Ann M. Martin
2008-2009 AASL President