



Strategic Initiative Action Plan Overview

Strategic Initiative Action Plans are a means for ACRL units to access funding to support activities that advance the ACRL strategic plan, *Charting Our Future: ACRL Strategic Plan 2020*, and ACRL's current priorities. FY2011 Action Plan proposals are due to the ACRL office by August 7, 2009. Proposals should clearly articulate the steps and resources needed to accomplish the activity and include a means for effectively assessing outcomes.

Does your unit need to submit an Action Plan proposal?

Action Plans are only necessary if the activities proposed require funding from ACRL. Before submitting a proposal, review the remainder of this document, the ACRL 2009-2013 Priorities, *Charting Our Future: ACRL Strategic Plan 2020*, and the Strategic Initiative Action Plan Proposal: Sample Assessment. Units are also encouraged to discuss their ideas with their Board and staff liaisons.

What types of activities are generally not funded through Action Plans?

- **Equipment and Software:** Funding requests for equipment and software (e.g. computers, video cameras, printers) purchases are generally not appropriate.
- **Liaison Relationships:** The preferred process for establishing liaison relationships with other professional associations is through the ACRL Council of Liaisons. Exceptions can be made for special circumstances; interested units should consult with their appointed Board or staff liaison.
- **Ongoing Programs or Services:** Proposals to establish a new ongoing program or service should be proposed to the ACRL Board via the New Programs and Services Form.
- **Recruitment Activities:** Proposals to participate and recruit members at professional conferences, career fairs, or other events are *generally* not funded through the Action Plan process. Units interesting in pursuing this activity should work with the ACRL Membership Advisory Committee.
- **Social Events:** Social events (e.g., tours, receptions) are proposed following the Section Special Events policy, outlined in section 4.4.7, Special Events Funding, of the *ACRL Guide to Policies and Procedures*.
- **Annual Conference Programs and Preconferences, Midwinter Meeting Workshops, and National Conference Events:** These activities are proposed using the regular planning processes outlined in the *ACRL Guide to Policies and Procedures*.

Key Dates

August 2009

- FY2009 Action Plan final reports are due August 7, 2009.
- FY2011 Action Plan proposals are due August 7, 2009.
- FY2011 Action Plan proposals are reviewed virtually by the full ACRL Board.

September 2009

- ACRL Board working group convenes to select FY2011 Action Plan proposals to fund.
- Action Plan selections are announced at the Strategic Planning and Orientation Session September 23-25.

October 2009

- Preliminary funding decisions FY2011 Action Plan proposals are communicated to units.

January 2010

- Units meet at Midwinter and review progress implementing FY2010 Action Plans.
- Units begin conceptualizing ideas for FY2012 Action Plan proposals.

June 2010

- ACRL Board approves final FY2011 budget, incorporating final decisions about Action Plan funding.

August 2010

- FY2010 Action Plan final reports are due.
- FY2012 Action Plan proposals are due.

Action Plan Proposal Review Process

FY2011 Action Plan proposals are due to the ACRL office by August 7, 2009. Action Plans will be transmitted directly to the ACRL Board without any post-submission clarification or questions by staff or Board liaisons and will be reviewed only on the written documentation submitted. For the FY2011 cycle, the full Board will review and comment on submitted proposals before a working group, comprised of the Vice-President, President, Past-President, Budget and Finance Committee Chair, a Director-at-Large, and the Executive Director (participating in an advisory capacity), convenes (either in-person or virtually) to review and select the proposals to include in the budget. This working group has the final decision making authority on which proposals will be funded.

Criteria considered by the ACRL Board when reviewing Action Plan Proposals:

- Do the proposed activities advance the ACRL 2009-2013 Priorities or the ACRL strategic plan, *Charting Our Future: ACRL Strategic Plan 2020*, and are they compliant with current ACRL policies?
- Do the key activities articulate clearly how the work will proceed?
- How well does the proposal articulate outcomes-based assessment of the activity?
- What is the envisioned impact of the activity, and will the assessment adequately measure that impact?
- Does the project gather additional data or provide baseline data for planning purposes?
- When selecting specific people to take part in an activity, is a selection process and set of criteria outlined?
- Does the proposal outline a strategy for sustaining this initiative, if appropriate?

Communicating Action Plan Proposal Decisions

The working group will report its decisions to the full ACRL Board at the fall Strategic Planning and Orientation Session. Units will be notified of the Board's decisions regarding preliminary funding of Action Plan proposals shortly thereafter. Approved Action Plan funding goes through several additional reviews before being *officially* included in the FY2011 ACRL budget:

- The Executive Committee approves the budget assumptions at its fall meeting.
- At the 2010 ALA Midwinter Meeting, the Budget and Finance Committee reviews the preliminary budget.
- At the 2010 ALA Annual Conference, the Board of Directors approves the final FY2011 budget.

Reporting Back to the Board

Final Action Plan reports are due to the ACRL in August for plans implemented in the current fiscal year ending August 31. The report should provide a brief narrative of the project, its outcomes, and its success in advancing the strategic plan.

Action Plan Funding Policies

- If approved and budgeted, Action Plan funding must be utilized during the fiscal year for which it was approved. The approved funding amount is a maximum budget that the unit can utilize to accomplish the activities laid out in the proposal.
- Action Plan funding is to be used only for the activities described in the proposal. Unexpended funds revert to the ACRL net asset balance. *Source: ACRL Board, January 2008*
- Any significant change in the planned use of Action Plan funding must be approved by the ACRL Board. Units should consult with their staff liaison to determine whether a change warrants re-approval.