

Reference and User Services Association Strategic Plan for 2006-2009

Mission Statement:

The Reference and User Services Association is responsible for stimulating and supporting excellence in

- the delivery of general library services and materials to adults, and
- the provision of reference and information services, collection development, and resource sharing for all ages, in every type of library.

Vision:

RUSA is the foremost organization of reference and information professionals who make the connections between people and the information sources, services, and collection materials they need.

Values:

- We believe in universal access to information in a wide variety of formats.
- We value collections and information sources of the highest possible quality.
- We believe in reading as fundamental to quality of life and value all activities that promote it.
- We value the provision of innovative services and programs that meet the changing information needs of diverse populations.
- We value continuous evaluation and improvement in the management and delivery of collections and services to users.
- We value the professional growth and development of librarians and library staff.
- We value the role of librarians and library staff as educators in creating lifelong learners and critical thinkers.
- We value the unique contributions that librarians and library staff bring to the process of connecting users with the information they need.

Objectives and Strategies for 2006-9

Objective 1: Provide leadership in professional development for reference and user services librarians and library staff.

Strategies:

- Develop and offer the RUSA president's program and other programs at Annual Conference.
- Develop continuing education opportunities that employ new delivery technologies.
- Identify and apply valid assessment measures of professional development programs and share results with the Board.
- Assess effectiveness of RUSQ of providing research and information to members.

Quality indicators:

- Programs are developed and offered at ALA Annual Conference.
- Preconferences are presented at Annual Conference.

- Institutes are presented at Midwinter.
- At least one Web CE course is presented.
- Handouts, bibliographies, program summaries, etc. are posted to the RUSA Web site.
- Results of program assessments are used to make improvements and plans for future programs.
- A reader survey of RUSQ is conducted and the Board analyzes the results.

Objective 2: Work towards equity of access

Strategies:

- Partner with the ALA International Relations Office to send the collection of outstanding reference sources to international libraries.
- Support ALA's intellectual freedom efforts.
- Provide education and training opportunities for librarians and library staff engaged in resource sharing
- Reduce barriers to information for people with disabilities.

Quality Indicators:

- The International Relations Office sends the collection of outstanding reference sources to international libraries.
- The Access to Information Committee brings issues of intellectual freedom to the attention of the RUSA Board of Directors.
- A representative from RUSA participates in the Accessibility Assembly (formerly called the ADA Assembly).
- STARS offers programming on resource sharing.
- The RUSA Website is accessible for people with disabilities.

Objective 3: Seek ways to improve participation in RUSA by reference and user services librarians and library staff.

Strategies:

- Develop and promote continuing education opportunities.
- Aggressively market RUSA to prospective members.
- Partner with ALCTS and the Library Support Staff Interests Round Table (LSSIRT) to recruit support staff to ALA and the division.
- Facilitate electronic/virtual participation.
- Develop new value-added services for members.
- Support the Spectrum Initiative.
- Work to inform students about RUSA and career paths in reference and user services.

Quality Indicators:

- Programs are developed and offered at ALA Annual Conference.
- A member volunteer forum is held.
- Membership increases.
- RUSA works with ALCTS and LSSIRT on support staff recruitment.
- Members are provided with electronic/virtual opportunities to participate.
- Based on feedback from the RUSQ reader survey, an electronic edition is developed.

- A Spectrum scholar is selected to work with president-elect as the RUSA intern.
- RUSA provides a mentor program for library science students.

Objective 4: Ensure the effectiveness of RUSA in meeting its and ALA's mission.

Strategies:

- Improve advertising and subscription revenue for *RUSQ*.
- Work with section Web editors to ensure that the RUSA Web site promotes effective communication with members and potential members.
- Support ALA Ahead to 2010 Strategic Plan.

Quality Indicators:

- Advertising in *RUSQ* increases by 10% and the number of subscribers increases from 1,100 to 1,150.
- The RUSA Web site is kept up-to-date and provides a valuable service to the profession.
- RUSA prioritizes areas where it can make a contribution in the ALA Ahead to 2010 Strategic Plan

Objective 5: Increase the visibility of RUSA in the profession and society at large.

Strategies:

- Work with the @your library campaign in the area of remote reference and user services.
- Develop and present the RUSA president's program and other programs at Annual Conference.
- Continue to build partnerships in and outside the organization.
- Increase the visibility of Web CE courses.

Quality Indicators:

- Remote reference and user services are promoted by the @your library campaign.
- Programs are developed and offered at ALA Annual Conference.
- Partnerships with other organizations continue and new partnerships are formed.
- Enrollment in Web CE courses increases 10% over 2004.