

CLA Literacy Section
STRATEGIC GOALS: 2006 – 2009 (Priority Ordered)

Votes

- 8 Membership
- 6 Professional Development
- 6 CLA Executive Committee Representative
- 6 Mentoring Program for New Literacy Coordinators
- 4 Literacy Skills / Expertise is recognized and tapped by others in Library World (if we do this other stuff, this is implicit)

COMMITTEE WORKPLANS FOR 2006/07

□ **MEMBERSHIP COMMITTEE WORK PLAN (2006 – 2007)**

- Committee Charge: Three Year Goals are:
 - 100% of CLLS Coordinators are CLA Members
 - 50% CLLS Library Directors have chosen Literacy Section membership
 - 150+ members
- Tasks for 2006 / 2007:
 1. Analyze existing Members – Where do they come from?
 - a) CLLS / Non-CLLS? b) Library Director? c) School? d) College -- Are we their only Section?
 2. Query Members as to Why? Non-Members as to Why Not?
 3. Create Recruitment Strategy (ies)
 4. Finalize “Top Ten Reasons”/ Jane Z. Document into Official Recruitment Document , and create and execute a plan to use it for recruitment
 5. Make Significant Strides toward increasing Membership to the Minimum Section Goal of 150.
 6. Generate a “Welcome to the Section” letter for every New Member (include Interest Card to return as to what they want to be involved in?)

- **PROFESSIONAL DEVELOPMENT COMMITTEE WORK PLAN (2006 – 07)**
 - Committee Charge – Utilizing results of a section membership needs assessment, and within the budget approved by the Section Board, identify professional development opportunities other than the CLA conference workshops.
 - Tasks for 2006/07:
 1. Identify Areas of Professional Development (Needs Assessment) that need to be addressed for All Section Members (CLA Section Listserv)
 2. Explore Idea of a Literacy Pre-Conference at CLA
 3. Explore Multiple Professional Opportunities, either on-Ground or Virtual
 4. Execute at least one Professional Development Event during 2006 / 2007
- **CLA CONFERENCE COMMITTEE WORK PLAN (2006 – 07)**
 - Committee Charge: Ensure Literacy Presence / Awareness at CLA Conference, including, but not limited to, Literacy Section sponsored workshops at the conference.
 - Tasks for 2006/07:
 1. Assess interest and needs for CLA Workshops (Work Closely with Interest Group Representatives to gain input from Networks)
 2. Identify Outstanding Workshop Presenters for each Workshop Topic, and encourage and ensure that they apply by the CLA Deadlines
 3. As soon as Workshop Approvals are made, notify Board and send to Section Listserv and CLLS Listserve
 4. Outstanding Librarian in Support of Literacy (OLSL) Award:
 - a. Generating Nominees (June)
 - b. Selecting Awardees
 - c. Coordinate with CLA for Presentation
 - d. Get Awards
 - e. Prepare Awardee Information and for Section Secretary to Post on Website
 - f. Write Article for Clarion
 5. Create and Implement a Series of Activities / Announcements about the Conference to both Section Members and others through both the Section CLLS listservs:
 - a. June: Date / Location / Theme
 - b. July: Cheap Hotels / Eats in Location
 - c. July: Literacy sponsored/themed Workshops
 - d. August: Link to Registration Form
 - e. September: Events – Promote Early-bird Registration and Membership
 6. Consider Possibilities for Event “Infiltration” for 2008 Conference

□ **LEADERSHIP DEVELOPMENT COMMITTEE WORK PLAN (2006 – 07)**

- Committee Charge – Ensure there is excellent literacy section representation in all levels of the California Library Association’s structure.
- Tasks for 2006/07:
 1. Serve as Nominating Committee -- Election forms from candidates due to CLA office at end of April.
 2. Identify Key Committees for which to get Literacy Section Representatives appointed: (Note: We have current appointees to Conference, Legislative, and Membership Committees)
 - Conference
 - Legislative
 - Membership
 - Public Relations
 - Continuing Education
 - Long Range Planning
 - Mentoring
 - Finance
 - Publications
 3. Seek Potential Candidates with the Skills, Interest and Commitment required to be Successful in these Committee positions. Ask them to apply using CLA form, and follow up to be sure they have done so.
 4. Draft a Letter from Section President to CLA President and Executive Director, asking for Action on a Person we have Recruited, who has Applied for Committee (and ensure it gets sent each time)
 5. Identify a Literacy Leader to run for “Assembly Member-at-Large.” This will help not only with transition when our Literacy Assembly Rep position turns over every 3 years, but will give us two literacy leaders in the assembly to assist each other.
 6. Identify Potential Leaders; create an “Interest Card” and collect information for every Section Member; Maintain Information about their Career Progression, Strategic Leadership Development, including CLA Service, in an effort to prepare to position a Literacy Section Member to run for a CLA Executive Committee Office no later than 2009.

□ **MENTORING COMMITTEE WORK PLAN (2006 – 07)**

Hold until SCLLN and CSLLN Plans develop
(Consider pulling Retirees back in this way?)