



InSLA Strategic Plan  
Approved December 2003

## MISSION

The Indiana chapter of the Special Libraries Association is a vital, networked community of the state's librarians and information professionals that develops member's competencies and thereby optimizes the value of the profession.

## OBJECTIVES

**Administration:** To streamline administrative functions to increase member benefits and increase the productivity of the InSLA officers.

**Finance:** To generate adequate net revenue per year to run chapter activities and remain financially responsible.

**Membership:** To reach out to special librarians in the state and promote the benefits of InSLA membership.

**Communications:** To promote the visibility of the chapter.

**Programs:** To increase member's competencies, increase networking opportunities and increase revenue.

**Service:** To elevate the profession.

## 2-YEAR ACTIVITIES CALENDAR (January 2004 through December 2005)

January 2004

Promote use of InSLA listserv and use of InSLA website starting immediately. Subscribe to list. Encourage colleagues, co-workers and those in related associations and professions to subscribe. Use the list to share stories and to ask for help. Use the list to notify members of job opportunities and volunteer opportunities. Promote listserv in every mailing.  
[All]

Establish nominating committee. [Immediate past-president]

To support these areas of focus and provide opportunities for leadership development,

- 1) Appoint officer as outreach coordinator, seek volunteers for committee and define responsibilities
- 2) Appoint second officer for membership committee
- 3) Appoint officer as fundraising and sponsorship coordinator

4) Appoint officer as archivist

Send mailing to membership,

- 1) To announce the InSLA mission, objectives and strategic plan.
- 2) To solicit volunteers for new officer positions.
- 3) To entice volunteers by offering financial support to attend the SLA Leadership Summit. Each volunteer has the chance to win a \$500 award to attend the summit.
- 4) To extend our best wishes for a new year.
- 5) And don't forget to promote the InSLA web page and listserv.

Identify dates and times for remainder of 2003-2004 programs and announce on InSLA listserv, InSLA web page and in SLANT. [President-elect]

Begin redesign of InSLA web page to accommodate new pages for "Membership" (to be created in January 2004), "Outreach" (to be created in February 2004) and "About InSLA" (to include histories in January 2004 and to include archives finding aid by June 2005). Redesigned web pages will be unveiled and promoted in a grand fashion in March 2004. [Webmaster together with Membership committee, Outreach committee and Archivist]

Develop new member brochure and welcome packet to be distributed to all new members beginning March 2004. Develop content (similar to new member brochure) for membership web page including directions on how to become a member and benefits of membership to be included in redesigned web page in March 2004. [Membership committee]

Seek volunteer(s) to participate in education initiative, e.g. Science Education Foundation of Indiana, bringing visibility to InSLA specifically and to special librarianship in general. Add details to outreach web page. [Outreach committee]

#### FEBRUARY 2004

Reach out to 5 other special library associations in Indiana by December 2004 - either by contacting the leadership to discuss possible ways to collaborate, attend meetings of other associations to promote InSLA, invite other membership to InSLA meetings at member rate. [Outreach committee]

Begin processing archives. Identify various locations of current archives and gather together those collections individually held. Undertake negotiations to find new home. Explain archival activities, stress importance and schedule processing time with chapter in 2004 through SLANT article. [Archivist]

Develop content of outreach web page - indicating our current and future efforts. Include chart of special library associations. [Outreach committee]

Identify sponsor for at least one spring program. [President-Elect and Sponsorship Coordinator]

