



NJASL Strategic Plan 2016-17

MISSION

The New Jersey Association of School Librarians advocates for high standards for school librarianship and school library media programs in the public, private and parochial schools in New Jersey. NJASL's mission is to ensure that students and staff become critical thinkers, effective and ethical users and producers of information in support of [state and national standards](#). ~~the NJ State Core Content Curriculum Standards, Common Core State Standards Initiative, and American Association of School Librarians (AASL) Standards for the 21st Century Learner.~~ The Association fosters excellence in the school library media program by providing school library media specialists with educational opportunities and current information, empowering leaders to transform teaching and learning.

VISION

That every student in every school in New Jersey is served by a certified full time School Library Media Specialist. All students are empowered to achieve college and career readiness through active, collaborative library programs guided by credentialed School Library Media Specialists who are recognized as educational leaders and indispensable resources in their school communities.

GUIDING PRINCIPLES

1. Reading is essential for lifelong learning.
2. Individuals have a right to access ideas and information.
3. NJASL is committed to excellence in school library media programs.
4. Teaching students how to learn from information in a variety of formats and platforms is the central role of school library media specialists.
5. All students, regardless of community demographics, achieve greater academic success when effective school library media programs are integrated into their learning.
6. Effective school library media programs are competently staffed by credentialed School Library Media Specialists, readily accessible, and adequately funded.
7. Collaboration with teachers, administrators, parents, legislators, affiliate organizations, and peers is essential to the effectiveness of school library media programs and to the overall success of students' educational goals.
8. Continuing professional development is essential to the effectiveness of school librarians, as it is for all professionals.
9. Membership in NJASL is an essential component of every school librarian's continuing professional practice.
10. NJASL welcomes the membership of all staff functioning in school libraries, as well as others interested in excellence in school librarianship.
11. NJASL is committed to diversity in the profession and in the organization.
12. NJASL values transparency in its relationships with members; we foster open discussion and active participation among our members.

2015-2016 goals and progress toward those goals:

1. **Improve the Fiscal Health of the Organization:** Through retirement of Peg Lawlor, the reduction in status of Elizabeth McArthur, and the success of the 2015 conference (over \$19,000 profit) with similar projections for the 2016 conference, our budget has gone from a major deficit in 2015-16 to practically balanced for 2016-17.
2. **Increase Professional Development Opportunities:** NJASL joined the NJ Center for Non-Profits and several Board members attended its December conference. NJASL also arranged and implemented a training session with Ivy Group. Additionally, NJASL collaborated with NJLA on a SLMS census and a paper on the implication of ESSA on librarianship and district funding.
3. **External Outreach for Advocacy and Networking:** NJASL used LibraryLink's \$1,500.00 for Ivy Group and Center for Non-Profits.
4. **Outreach to Decision Makers, Professional Partnerships, and NJASL County Affiliates:** NJASL addressed this area in many ways:
 - Advocated for loss of SLMS positions in several districts, most notably South Orange/Maplewood.
 - Representatives spoke to the State Board of Education on several occasions
 - Amy Rominiecki was appointed to a new State Board of Education committee
 - Collaborated with NJLA to write reports outlining the state of librarianship and future ESSA opportunities
 - Attended and supported Rutgers University open houses
 - In cooperation with Dr. Ellen Pozzi, Bruce DuBoff will be speaking at William Paterson's Principalship class on July 12, 2016.

NJASL Strategic Plan ad hoc Committee Members

Bruce DuBoff, Fran King, Pat Massey, Mary Jane McNally, Leslie Blatt, Janet Clark, Pat Tumulty, Lisa Bakanas, Jean Stock

Carryover goals from 2015-16 that should still appear in the 2016-17 Strategic Plan:

1. Improve the Fiscal Health of the Organization: Analyze data from prior budgets and develop a long-range (3 year) strategic plan to restore budget health.

Rationale: Balanced budgets are a necessary part of organizational health and financial solvency.

ACTION ITEM:

1. Implement Strategic Planning / Financial Committee to:

- Create a multi-year strategic plan
 - Increase total revenue
 - Increase sponsorships
 - Increase non-conference related sponsorships
 - Plan for a balanced budget within two (2) years
 - Create and maintain sustainable membership goals using membership data
- Train the board as a 501c(3) organization
- Utilize grant opportunities to fund executive board learning activities on our fiduciary roles and responsibilities

2. Increase Professional Development Opportunities

Rationale: In order to maintain excellence among school library media specialists, it is in our best interest to increase meaningful and beneficial professional development opportunities throughout the year that include members at all levels.

ACTION ITEMS:

1. Facilitate webinars and other online approaches for professional development
2. Collaborate with administrators, supervisors and principals to provide meaningful professional development
3. Use our connections with county groups to support professional development opportunities and outreach
4. Redefine our professional identity as a state organization
5. Collaborate whenever possible with similar organizations

3. External Outreach for Advocacy and Networking

Rationale: Create dynamic opportunities to collaborate and network with other similar organizations and stakeholders that include public librarians, teachers, principals, supervisors, administrators, legislators and higher education programs that support certified librarians and school library programs in NJ., Work and collaborate with other organizations to support and create opportunities to network, build membership and increase our standing in the educational community.

ACTION ITEMS:

- Use LibraryLinkNJ's \$1,500 grant for continuing education
- Create a dialogue with higher education and administrators, supervisors and principals for networking opportunities
- Create dialogue with parent groups (PTOs) to support library media programs
- Gather sample school library media specialist evaluation rubrics and student growth objectives and post these examples to the NJASL website.
- Connect with other organizations to provide webinars.
- Continue working with New Jersey DOE on evaluation of school library media programs' impact on students and school communities and on SLMS evaluations

4. Outreach to Decision Makers, Professional Partnerships, and NJASL County Affiliates

Rationale: Understanding the critical role of the SLMS in technology integration and information literacy skills for students, school staff and all administrators, our primary mission is advocating with policymakers, education organizations, and other stakeholders to promote the value of every school having a credentialed School Library Media Specialist to deliver effective school library media programs.

ACTION ITEMS:

- Establish better connections with universities and graduates to help develop leadership training for our members and to promote NJASL to their communities.
- Increase school/public/academic library cross collaboration opportunities that support student learning.
- Protect jobs by communicating value to decision makers: boards of education, PTO/PTAs, superintendents' & principals' associations, and educational technology associations.
- Work with AECT, ALA, AASL, NJEA, NJLA and other library and educational advocacy associations to ensure that SLMS's are included in their advocacy.
- Identify and advocate for urban, underfunded and understaffed school libraries.
- Redefine and develop NJASL's County Affiliate program.

New 2016-2017 goals:

1. Increase meeting frequency

Rationale: We now meet 5 times a year. There is some feeling that we could meet more often, especially given the possibility of virtual meetings. In the past NJASL met monthly from September to June. The Massachusetts School Library Association meets monthly from September to June.

Action Item:

- Increase number of virtual meetings to allow for more meetings without traveling

2. Meeting duration

Rationale: There was agreement that we should keep the meetings to 2 hours. Any longer than that and even the most dedicated member's interest starts to flag.

Action Items:

- Set agenda items ahead of time
- Limit the agenda to the items that need the Board's attention
- Send discussion items to Board members ahead of the meeting date so they can be more informed.

3. Organizational restructuring

Rationale: Each major committee listed below will have one voting board representative. Each committee will submit a report to present to the Board at officially sanctioned monthly meetings. Sub-committees will be encouraged to submit monthly reports as well. Meeting attendees are advised to review Board reports prior to meetings.

Action Item: Each committee will be required to have one representative at monthly meetings; additional representation is optional and voluntary.

Restructuring must be approved by the Board to take effect. The verbiage describing the committees comes from the current by-laws with some additions. In some cases there is an important function that exists under a major committee. We do not intend to downplay the importance of any function, but are trying to combine like functions where they exist. Depending on the circumstances, *ad hoc* committees or task forces could be appointed to address any other pressing issue. After initial review by the Board and further discussion at the June planning meeting the suggested committee structure is listed below:

Finance Committee. This committee will annually review the operating budget, including the actual surplus funds and the anticipated expenditures, for the purpose of making investment recommendations to the Board. This committee will meet a minimum of two times each year, and will consult with a financial advisor at least once a year, or more often if needed, to review investments and investment strategies. The Treasurer of the Association will chair the committee. It is recommended that the President or the President's designee be part of the committee.

Membership Committee. The chair of this committee will promote membership in the Corporation and work with the chairs of the various sub-committees to encourage and promote membership in the Corporation at various career stages. The Membership Committee Chair will maintain the official database of all members of the Corporation and send out dues notices and acknowledgements to the members each year. The committee chair will also: notify the [Electronic Discussion List](#) chairperson of new email addresses and changes of email addresses; send the Charter, Private and Independent Schools liaison a current list of private, charter and independent school members; notify the new Member Orientation chairperson of new members who request mentoring; notify committee chairs of interested volunteers; and update and revise the membership portion of the "Members Only" section of the website.

- **Student Affiliates.** This sub-committee will work with student groups such as RASL to increase awareness of NJASL and promote membership.
- **Credentials.** This sub-committee will keep NJASL members informed of state requirements for certification as a school library media specialist. This sub-committee will maintain contact with the NJDOE's Office of Licensure and Credentials to ensure accurate interpretation of code and to provide input for any changes that might be proposed. This sub-committee will maintain contact with colleges and universities offering programs that lead to certification to inform prospective students and certification candidates.

- New Member Orientation. This sub-committee will coordinate with the Membership Committee and collaborate with the State Department of Education and the County Affiliates Liaison to provide orientation and mentoring programs for new library media specialists.
- County Affiliates Liaison. This sub-committee will assist the development of local associations in unorganized areas, promote membership in the state organization, inform local associations on a regular basis regarding actions of the Board of Trustees of NJASL, assist local associations in planning programs and workshops, and regularly forward county news to the Newsletter Editor.
- NJASL-R. This sub-committee will promote continued membership in NJASL among retired professionals, assist in planning programs and workshops, and may represent NJASL at official functions.
- Charter/Independent/Private Schools. This sub-committee will promote NASL membership among charter, independent, and private school library media specialists.

Nominations and Election Committee. The President, with the approval of the Board of Trustees will appoint a nominations/election committee of at least five members, one of whom must be a Past President who will serve as chairman. This committee will, when possible, nominate two active members for each office of Vice-President, Secretary, Treasurer in even years, and for each Member-at-Large to be elected. The committee will also nominate an AASL Affiliate Assembly Representative as set forth in Article XIII, Section 3 A. of the Bylaws, and an ISTE Affiliate Representative as set forth in Article XIII, Section 3 D. of the Bylaws. The committee will also solicit nominations from the entire membership. When the committee cannot nominate two members for an office, it may submit a slate of one nominee for that office. The report of the Nominations Committee will be submitted to the Board of Trustees for approval by February 28.

This committee will prepare the ballots for posting online to the NJASL website. They will receive the final count from the Webmaster and will notify the candidates, the current President, and the President-elect of the election results.

1. Ballots.
 - a. A ballot, electronic or print, will be available to each member on or before March 15. The Chair of the Elections Committee must receive completed ballots no later than April 15.
 - b. Each ballot will clearly provide space for names of additional members of the Corporation to be written in for each Officer and Member at Large to be elected.
2. Election

- a. Election to office will be by an affirmative vote of two-thirds of those members voting.
- b. The election committee will forward the results to the President, the President-elect, and the candidates as soon as completed, and announce them on the web page and in the next newsletter.

Scholarships, Awards and Special Programs Committee. This committee will oversee the selection of recipients for awards and scholarships designated by the Board of Trustees and work with the sub-committee chairs as needed. This committee will also initiate communication with other organizations and companies to arrange additional awards. This committee will work with the Conference Committee and the Spring Membership Meeting Chair and the Author/Illustrator Chair to coordinate the presentation of awards.

- Battle of the Books. This sub-committee prepares and distributes information to schools organizing a Battle of the Books competition.
- Enthusiastic Reader. This sub-committee prepares and distributes information to schools to select recipients of the Enthusiastic Reader Award.

Professional Development and Resources Committee. This committee will propose and, at the direction of the Board, develop resources designed to increase the capacity of NJASL members to provide additional library media services. The committee will anticipate and respond to educational directives and initiatives by preparing and publishing relevant materials for dissemination to the membership and other appropriate groups.

- Standards
- Urban Libraries
- SLMS Evaluation/SGOs
- Intellectual Freedom
- Legislative and Regulatory (DOE/State BOE)

Standing Conference Committee. This committee will examine, on an ongoing basis, current practices, review the conference manual, and will implement procedures to streamline the conference process in order to aid and support annual conference chairs. The committee will investigate potential conference sites and reserve conference dates. The annual conference chair will serve on this standing committee to facilitate communication.

- Author/Illustrator Committee. This sub-committee will coordinate the participation, placement, schedule and set-up of an Authors' & Illustrators' Alley with the Conference Chair; communicate author and illustrator participation in NJASL

events or other events of interest to NJASL members via print and online publications; create and nurture relationships with NJ authors and illustrators; solicit and arrange author and illustrator submissions for inclusion in the NJASL Bookmark newsletter.

Public Relations, Communications, and Publications Committee.

This committee will promote the awareness of school library programs, including both internal and external communication and publications.

- Newsletter. This sub-committee, headed by the Editor and/or Publisher, will prepare a monthly publication for the Corporation.
- Electronic Discussion List. This sub-committee will maintain an Electronic Discussion List for the general membership and an Electronic Discussion List for the Board of Trustees.
- Professional Outreach. This sub-committee will establish and maintain contact with New Jersey Principals and Supervisors Association (NJPSA), New Jersey Association of School Administrators (NJASA), New Jersey Association for Supervision and Curriculum Development (NJASCD), the New Jersey School Board Association (NJSBA), New Jersey Association of Colleges for Teacher Education (NJACTE), New Jersey Council of Community Colleges (NJCCC), Teacher Education Accreditation Council (TEAC), National Council for Accreditation of Teacher Education (NCATE), National Board for Professional Teaching Standards (NBPTS), Parent Teacher Associations around the state and other educational groups.
- Website. The Webmaster will chair this sub-committee and maintain the NJASL website. The Webmaster will post publications, the Board of Trustees minutes and all other information deemed appropriate by the Board on the web page. The Webmaster will also be responsible for reporting election results to the Nominations/Election Committee Chair.
- Social Media. This sub-committee will actively participate in forming and carrying out a social media strategy for NJASL. (Password management will be included in the policy manual.)

Voting:

Members of the NJASL Executive Board have voting privileges. The Executive Board is composed of the Immediate Past President, President, Vice-President, President-elect, Treasurer, Secretary, and two Members at Large.

Affiliate Representatives (AASL, AECT, ISTE, NJEA) each have a single vote.

Each committee has one Board vote. If a voting member is unable to attend a Board meeting, then the committee chair can designate a voting member in his/her stead. In instances where a committee chair is also a member of the Executive Board (e.g. Treasurer/Finance Committee chair), that person has only one vote.

In the new system there would be 8 Executive Board votes, 6 committee votes, and 4 affiliate votes. The Secretary will record votes for each meeting via roll call.

Voting will not change until November 2016 General Membership Meeting
