

Strategic Planning for the Future of the New York-New Jersey Chapter

The mission, overall goal, and value statement were approved by the board on July 22, 1999, and reviewed in 2005. The plan was approved by the board on March 22, 2000, and approved as amended on July 14, 2005.

Mission

The New York-New Jersey Chapter of the Medical Library Association provides leadership and opportunities for its members in defining and developing health sciences librarianship and health sciences information.

Overall Goal

The mission will be accomplished through advocacy, recruitment, networking, professional development, communication, and recognition of professional accomplishments.

Value Statement

We believe that the New York-New Jersey Chapter of the Medical Library Association serves the people of New York and New Jersey by improving access to quality information that supports the delivery of health care, the education of health professionals, the conduct of health-related research and the public's understanding of health. We work together and interact with other professional organizations to influence the quality of information and to provide timely, accurate, and relevant information. We are committed to enhancing the knowledge and skills of our membership; to developing and maintaining information systems and resources; to broadening health information research; and to promoting a legislative agenda that supports these values.

Strategic Plan 2005 – 2010

Goal 1: ADVOCACY

The Chapter advocates for health sciences information and health sciences librarians.

Objective A: Inform membership of any relevant issues and of the key people relating to federal, state or local legislation and policies.

- Action 1: Disseminate timely and relevant information on legislative issues to Chapter membership.
- Action 2: Work with the legislative committees of other appropriate health sciences and/or library organizations.
- Action 3: Provide regular feedback to Chapter Board and committee members on outcomes of legislative issues and activities.

Objective B: Aggressively promote and communicate the value of health sciences librarians and information professionals to society, especially to those in the healthcare setting.

- Action: Produce materials and conduct workshops that teach members how to be their own best advocate regarding the value of health information and health information professionals in their own setting.

GOAL 2: RECRUITMENT, RETENTION AND PARTICIPATION

The Chapter actively pursues and promotes membership and volunteerism.

Objective A: Recruit new members.

- Action 1: Develop and implement a Chapter recruitment plan.
- Action 2: Continuously update and distribute Chapter brochure.
- Action 3: Invite library school students to attend Chapter functions and participate on Chapter Committees as members of the organization.
- Action 4: Actively seek out talented library school students, paraprofessionals and librarians, and promote the health sciences/medical track.
- Action 5: Identify non-member librarians in health sciences library positions and promote membership in the Chapter.

Objective B: Retain current members.

- Action 1: Maintain an accurate, up-to-date Chapter membership database.
- Action 2: Produce an electronic Chapter Membership directory

annually to promote and simplify networking opportunities.

Action 3: Promote research and educational opportunities to Chapter members.

Objective C: Encourage Participation in the Chapter.

Action 1: Chapter Board invites participation of all members on Chapter committees.

Action 2: Publicize AHIP (Academy of Health Information Professionals) credits given for Chapter participation.

Action 3: Send a “Welcome Packet” to new members that includes an up-to-date Chapter brochure, membership directory, and welcome letter from the Chapter Chair which explains how a new member can become actively involved in the Chapter.

Action 4: Encourage new members to become involved in the Chapter, or any professional organization, and emphasize the many benefits of professional involvement.

GOAL 3: NETWORKING

The Chapter strengthens networking and communications to its internal and external constituencies.

Objective A: Provide opportunities to create and strengthen networking and communication between Chapter members and members’ institutions.

Action 1: Publish the Chapter newsletter on a regular basis.

Action 2: Publicize and maintain the Chapter electronic discussion list.

Action 3: Publicize and maintain the Chapter web site.

Action 4: Publicize and provide information on Chapter activities from all committees through the Chapter's networking mechanisms.

Action 5: Encourage the development of Special Interest Groups to provide specialized educational opportunities to members.

Objective B: Establish and maintain effective networking with other organizations.

- Action 1: Develop and maintain liaisons with library associations and library schools in the NY-NJ Chapter area.
- Action 2: Strengthen existing ties and forge new relationships with other MLA Chapters and MLA Headquarters.
- Action 3: Promote continuing education and networking opportunities available from other NY-NJ institutions via the Chapter electronic discussion list, web site and newsletter.
- Action 4: Seek local and regional partnerships with other groups who share similar values and goals as the Chapter.

GOAL 4: PROFESSIONAL DEVELOPMENT

The Chapter provides and promotes opportunities for professional growth.

Objective A: Provide a variety of educational opportunities in different formats.

- Action 1: Assess members' educational needs.
- Action 2: Continue to offer a variety of continuing education (CE) programs relevant to Member's needs.
- Action 3: Make use of new technology in offering CE programs.
- Action 4: Create a local knowledgebase of instructors of MLA-certified CE programs and publicize this on the Chapter's web site.
- Action 5: Maintain regular contact with CE personnel from MLA, other Chapters, and local library organizations.

Objective B: Support members in achieving leadership goals.

- Action 1: Encourage members to join and maintain membership in the Academy of Health Information Professionals. Encourage AHIP members to mentor new or prospective AHIP members.
- Action 2: Publicize opportunities to become involved in MLA.
- Action 3: Encourage members to become active in MLA's Mentoring Program.

GOAL 5: PROFESSIONAL RECOGNITION

The Chapter recognizes professional accomplishments.

Objective A: Establish and maintain an awards program.

- Action 1: Determine the categories of and criteria for the awards given.
- Action 2: Suggest the names of potential awardees to the Executive Board.
- Action 3: Provide plaques for the award recipients and create certificates of service for all Chapter committee members, chairs, and officers annually.

Objective B: Recognize professional accomplishments.

- Action 1: Continue to publish a "Kudos" column in the Chapter Newsletter to acknowledge member publications, promotions, and conference presentations.
- Action 2: Submit the above-mentioned items to the "Kudos" section of the MLA News Personals Column.
- Action 3: Forward the names of awards and grants recipients to the Chair of the MLA Professional Recognition Committee through our liaison.

Objective C: Encourage research and Evidence Based Practice of Librarianship.

- Action 1: Allocate funds for an annual Research Grant designed to encourage research in health sciences librarianship. This funding opportunity is to be advertised and available to all members.
- Action 2: Require research reports from grant recipients which will be made available to Chapter members via the Newsletter or the Web page.

GOAL 6: ORGANIZATION

The Chapter maintains quality organizational and fiscal operations.

Objective A: Develop, evaluate and enhance programs and services responsive to members' needs.

- Action 1: Review the current budget process.
- Action 2: Ensure that the Chapter archives are well maintained.
- Action 3: Review and update the Chapter procedure manual annually.
- Action 4: Ensure that the bylaws are reviewed annually and that changes are made in accordance with the MLA Model Bylaws for Chapters.

Objective B: Maintain a strategic planning process.

- Action 1: Seek a cross-section of the membership to be involved in the planning process.
- Action 2: Review Committee operations to assure continuity.
- Action 3: Review Executive Board operations and communications.

Objective C: Operate in a fiscally sound manner.

- Action 1: Review Chapter investments.
- Action 2: Ensure that the Chapter and its officers are in compliance with all mandated regulations.

This plan was reviewed and revised by the Strategic Planning Committee.

Committee Members:

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