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Vision Statement of the Florida Library Association

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Florida Library History Project

Florida Library Association

Vision Statement of the Florida Library Association

The Florida Library Association (FLA) develops programs and undertakes activities to earn it a leadership position for all areas of librarianship. To do this, the Association works with other professional organizations and professions that are relevant to librarianship; provides increasing opportunities for librarians and support staff in Florida to advance their skills so that they can maintain their effectiveness in the new information age; works closely with the information industry, facilitating productive links with the library community; and continues its role as legislative advocate for excellence in all types of library service within the state of Florida and beyond

GOAL 1

The Florida Library Association provides leadership on public policy issues affecting libraries

at the local, state, and national levels. It provides leadership and leadership opportunities for

its members, library advocates, the library profession and those working and volunteering in

libraries.

A. The FLA Executive Board, Committees, Sections, Interest Groups, and Discussion

Groups will monitor issues and trends including adult literacy, confidentiality of

library records, copyright, privatization, free library service, public/private

partnerships, service to a multi-cultural citizenry, homelessness, educational change,

youth as trend-setters, and other issues that will arise.

Time Frame: Ongoing

Responsibility: Executive Board, Committees, Sections, Interest Groups,

Discussion Groups

B. The FLA ALA Counselor and SELA Representative will continuously communicate and

advance the interests of the Florida library community to those respective organizations

and relate appropriate interests back to FLA.

Time Frame: Ongoing

Responsibility: FLA ALA Counselor, SELA Representative

GOAL 2

The Florida Library Association builds membership and organizational strength through

recruitment, retention, and mentoring strategies.

A. The Membership Committee will investigate the Texas, California, and New York

Library Associations to see if there are any activities the Florida Library Association

could adopt that they are doing successfully.

Time Frame: 2004 Annual Conference

Responsibility: Membership Committee

B. The Membership Committee will coordinate a series of focus groups, as needed, and

they will prioritize recommendations from those groups to bring to the Executive Board for action.

2

Time Frame: Review biennially starting in 2004

Responsibility: Membership Committee

C. The Leadership Development Committee will expand its charge to present a comprehensive three-year plan for cultivating new association leaders by:

1. Broadening participation on committees.
2. Taking responsibility for the nomination or succession planning for Sections and Interest Groups.

Time Frame: Present plan at Annual Conference 2004

Responsibility: Leadership Development Committee

D. The Leadership Development Committee will maintain the mentoring program begun

in 2003.

Time Frame: Ongoing

Responsibility: Leadership Development Committee

E. The Leadership Development Committee will plan Annual Conference activities to

recognize incoming and outgoing leaders.

Time Frame: Annually, to begin with Annual Conference 2005

Responsibility: Leadership Development Committee

F. The Citations and Awards Committee will expand its charge to recognize more FLA

members for their work in FLA and their communities.

Time Frame: Annually, to begin with Annual Conference 2005

Responsibility: Citations and Awards Committee

G. The Executive Board will foster retention of new FLA members by such activities as a

résumé review service at Annual Conference, new member welcome activities, and

regular communication from Board members.

Time Frame: Ongoing

Responsibility: Executive Board

H. The Scholarship Committee will expand its charge to include recruitment

functions and

add one activity per year in that area.

Time Frame: Ongoing, beginning in 2004

Responsibility: Scholarship Committee

GOAL 3

The Florida Library Association addresses the continuing education and professional

development needs of its members by encouraging active participation in Association

activities and by providing continuing education opportunities to the library community.

A. The Continuing Education Committee will evaluate and make recommendations

regarding the provision of continuing education "tracks", poster sessions, roundtable

discussion groups, and other professional development and continuing education

opportunities at the annual FLA conference.

3

Time Frame: Annually

Responsibility: Continuing Education Committee

B. The Continuing Education Committee will devise a systematic way of eliciting print

contributions (e.g., PowerPoint presentations, bibliographies, outlines, etc.) prior to Annual Conference for purposes of a printed syllabus and of eliciting electronic contributions from some of the major FLA Annual Conference speakers so that they may be mounted on the FLA Website following the conclusion of the Conference.

Time Frame: Annually

Responsibility: Continuing Education Committee

C. The Continuing Education Committee will assess the potential for providing continuing education activities in addition to the annual conference, including distance learning and partnering with other entities.

Time Frame: Ongoing

Responsibility: Continuing Education Committee

D. The Continuing Education Committee will plan and host one or more "roundtable" programs at the Annual Conference with an eye toward facilitating the growth of Discussion Groups within FLA. Program information from these discussions will be posted on the FLA Website.

Time Frame: Ongoing

Responsibility: Continuing Education Committee

E. The five Sections leaders will write and bring to the Annual Leadership Orientation a

welcome letter for their members, toward the end of providing both communication

and more opportunities for involvement. Leaders will also communicate regularly with their members.

Time Frame: Ongoing, starting with Leadership Orientation 2004

Responsibility: Section Chairs

GOAL 4

The Florida Library Association disseminates and communicates ideas and information about

the Association, libraries, and library issues to the library community and to the public.

A. FLA will continue dissemination of information about the Association, libraries, and

library programs and issues through the monthly e-mail News Digest, the FLA Web

site, the biannual Florida Libraries magazine, and FLA listserv.

Time Frame: Ongoing

Responsibility: Communications Coordinator, News Digest Editor, Web

Team, Florida Libraries Editor

B. The FLA Web team will investigate and make recommendations regarding the cost and

feasibility of expanding the capabilities of the FLA Web site to offer continuing education programs, to allow for online registration for conferences and online membership renewal, and to conduct membership surveys.

Time Frame: Ongoing

4

Responsibility: Communications Coordinator and Web Team

C. The FLA Communications Coordinator, Web team, and FLA News Digest Editor will

develop a plan whereby annual reports will be submitted directly to and posted on the

Web.

Time Frame: In time for the 2004 Annual Reports

Responsibility: Communications Coordinator, Web Team, FLA News Digest

Editor

GOAL 5

The Florida Library Association seeks public support and promotes standards and legislation

favorable to libraries.

A. The Legislative Committee and Executive Board will annually develop and implement

plans and strategies to secure increased funding for all types of libraries and library personnel.

Time Frame: Annually

Responsibility: Executive Board, Legislative Committee

B. The Legislative Committee and Executive Board will annually develop plans and

strategies that insure year-round contact by library advocates with legislators.

Time Frame: Annually

Responsibility: Executive Board, Legislative Committee

C. The Legislative Committee will evaluate the relationship between the State Library and

FLA's advocacy efforts in light of the changes in the state structure and advise the Executive Board based on their analysis.

Time Frame: Through the transition period

Responsibility: Legislative Committee

D. The Executive Board will support and monitor the development of standards for public

libraries in Florida.

Time Frame: Ongoing

Responsibility: Executive Board

GOAL 6

The Florida Library Association supports citizens' right of access to information and ideas

through all library media, and will support librarians and other professionals in the defense of

intellectual freedom throughout Florida.

A. In order to maintain awareness of this critical area among the members of FLA, the

Intellectual Freedom Committee (IFC) shall organize programs centered on an

intellectual freedom topic at Annual Conference whenever needed or when topics of

concern or interest are expressed by the general or IFC membership or the Conference

Planning and Scheduling Committee.

Time Frame: Issues examined annually

Responsibility: Intellectual Freedom Committee

5

B. The IFC will maintain liaison with Florida groups sharing this goal, and will

recommend to the Executive Board participation in the activities of these organizations

as appropriate.

Time Frame: Ongoing

Responsibility: Intellectual Freedom Committee

C. The IFC will serve as a support and counseling group for Florida groups battling censorship and, with the approval of the Executive Board, will seek the support of national organizations to oppose censorship in Florida when this support is useful and productive.

Time Frame: As need arises

Responsibility: Executive Board, Intellectual Freedom Committee

GOAL 7

The Florida Library Association provides an organizational structure that is responsive to the

needs of its constituency and is accountable for effectively carrying out its objectives.

A. The Planning Committee will examine and revise the FLA Strategic Plan annually with

input from the Executive Board; Committee Chairs; Section, Interest Group, and

Discussion Group Leaders; and the general membership.

Time Frame: Annually

Responsibility: Planning Committee, Executive Board

B. The Planning Committee will review the impact of revisions to the Strategic Plan on the

structure of the organization in terms of committee assignments and will recommend

relevant changes to the Executive Board.

Time Frame: Annually

Responsibility: Planning Committee, Executive Board

C. The Planning Committee will evaluate the management structure of the Association

and make recommendations to the Executive Board.

Time Frame: January 2004

Responsibility: Planning Committee, Budget Committee

D. The Executive Board will appoint an Ad Hoc Committee to:

1. Review methods to increase new revenue through such means as FLA endowments, planned giving, fundraising, and/or business partnership initiatives.

2. Examine institutional dues.

3. Reevaluate the stated "benefits of membership in FLA," investigating individual discounts that might be attached to membership cards (e.g., Borders, Geico, rental car companies) and identifying benefits for institutions and for Friends and Trustees groups.

Time Frame: 2004

Responsibility: Ad Hoc Committee

6

GOAL 8

The Florida Library Association multiplies its effectiveness and that of its members through

collaboration with other organizations, businesses, multi-type library cooperatives, and

individuals.

A. The Executive Board will initiate discussions with associations in allied fields and other

library associations such as FAME, the Special Library Association, Friends groups,

boards of Trustees, and cultural heritage institutions to improve collaborative approaches to achieving common objectives.

Time Frame: Ongoing

Responsibility: Executive Board

B. The Association will contact other Florida library organizations and cultural heritage

institutions and offer to collaborate on programs and exhibits.

Time Frame: Ongoing

Responsibility: Conference Planning & Scheduling Committee; Museums

and Cultural Heritage Interest Group

C. The Executive Board will address issues and opportunities concerning national and

regional associations holding meetings in the state.

Time Frame: As needed

Responsibility: Executive Board