

MSLA Strategic Plan 2017-2022

Vision and Mission Statements

Vision

All students in Massachusetts will have consistent access to effective school library programs¹, led, taught, and implemented by credentialed school librarians that provide opportunities for every student to learn and succeed.

Mission

MSLA promotes school librarian leadership and school library programs that provide resources, instruction, and opportunities for collaboration that maximize student learning. MSLA works to ensure every school has a school library program that is fully integrated at all grade levels across the curriculum and has a significant and measurable impact on student achievement.

MSLA provides its members with paths to school library leadership. The organization communicates its vision to members and potential members, the educational community, and the general public.

I. Members and Potential Members

Members and potential members are defined as anyone who supports the advancement of school library programs.

Goal: To strengthen the profession and enhance the expertise of all members while offering nonmembers a rationale for joining the organization.

1a. Objective: Identify, recruit, support and retain a diverse involved membership.

1b. Objective: Support and sponsor professional learning opportunities for the membership.

1c. Objective: Develop and promote current and future leaders in the organization and profession.

1d. Objective: Support and promote diverse libraries (needs, sizes, demographics).

II. Educational Community

The educational community is defined as follows: local, state/regional, national organizations

Goal: To inform and advocate for the vital role strong school library programs play in student achievement.

2a. Objective: Define and communicate the positive impact of school library programs staffed by a credentialed school librarian on student achievement.

2b. Objective: Showcase best practices in school library programs within the educational community

2c. Objective: Identify, develop, and prioritize collaborative professional partnerships.

III. General Public

The stakeholders in the community are: elected and appointed officials (federal, state, local); voters; community; charitable and service organizations; alumni; parents; senior citizens; media outlets; donors; businesses.

Goal: To advocate for and publicize the importance of strong school library programs and demonstrate their impact on student achievement.

3a. Objective: Develop a marketing and public relations program that reaches out to voters and decision makers.

3b. Objective: Develop legislation that creates library program guidelines and policies for Massachusetts schools and requires cities and towns to provide and support school library programs.

3c. Objective: Provide members with resources, tools, and training to advocate locally and statewide for school library programs.

1st reading and vote by Executive Board: August, 2016; 2nd reading and vote to approve: September 14, 2016.

Executive Board members present at June 29, 2016 Strategic Planning retreat at June board meeting: Anita Cellucci, Kathy Lowe, Leslie Lomasson, Robin Cicchetti, Katherine Steiger, Julie Farrell, Meg O'Neill, Liz Phipps Soeiro, Laura Harrington, Laura Gardner, Laura D'Elia, Jen Varney, Jen Dimmick, Reba Tierney, Laura Luker, Suzanne Mathews, Carrie Tucker, Kelly McManus.

¹AASL Effective School Library Program <http://www.ala.org/news/press-releases/2016/07/aasl-defines-effective-school-library-program-essa-implementation>