

# 2017 Action Plan



## GUIDING PRINCIPLES

1. We will pursue outreach opportunities in the 12-state MPLA region and beyond that will foster better relationships, increase professional sharing, and include more diverse communities.

**ACTION:** Expand recruitment for the Leadership Institute to include non-member states.

**OWNER:** LI Committee

**TACTICS:** Advertise LI in non-member states' association publications. Board approval likely needed; discussion needed. Assessment needed.

**START DATE:** 2017

**COMPLETION DATE:** 2018

**ACTION:** Bring the library community to MPLA by hosting regular professional development events and programs

**OWNER:** Professional Development Committee, Membership Committee, Communications Committee

**TACTICS:** Create a yearlong sample calendar of events featuring sessions on topics of interest to members. Refocus Communications Committee on Marketing and Publicity? Rewrite MoP description of Communications Committee. Subdivide committee responsibilities?

**START DATE:** 2017

**COMPLETION DATE:** 2018

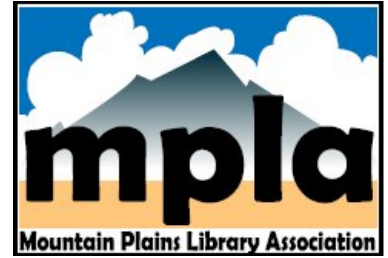
**ACTION:** Increase outreach to schools

**OWNER:** Membership Committee, LI Committee?

**TACTICS:** Contact our school members; reach out to library schools and find out how to connect with School Media Specialists

**START DATE:** 2018

**COMPLETION DATE:**



# 2017 Action Plan



## GUIDING PRINCIPLE ONE:

We will pursue outreach opportunities in the 12-state MPLA region and beyond that will foster better relationships, increase professional sharing, and include more diverse communities.

**ACTION:** Expand recruitment for the Leadership Institute to include non-member states.

**OWNER:** LI Committee

### TACTICS:

- Advertise LI in non-member state association publications
- Board approval likely needed
- Discussion needed
- Assessment needed

**START DATE:** 2017

**COMPLETION DATE:** 2018

**ACTION:** Bring the library community to MPLA by hosting regular professional development events and programs

**OWNER:** Professional Development Committee, Membership Committee, Communications Committee

### TACTICS:

- Create a yearlong sample calendar of events featuring sessions on topics of interest to members
- Refocus Communications Committee on Marketing and Publicity?
- Rewrite MoP description of Communications Committee
- Subdivide committee responsibilities?

**START DATE:** 2017

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