

**Mountain Plains Library Association  
Draft\*\*\*Long Range Plan 2000-2004\*\*\*Draft  
October 27, 2000**

## **Vision Statement**

**MPLA members and the greater library community will receive opportunities for education, networking, communication, leadership and advocacy resulting in the development and enhancement of library and information services.**

## **Mission Statement**

**MPLA promotes the development of librarians and libraries by providing significant educational and networking opportunities.**

## **Goals, Objectives, Activities**

### **I. MPLA will address the continuing education needs of members, in cooperation with state library associations.**

Objective A. The MPLA Continuing Education Committee will determine continuing education needs of library personnel in member states.

Activity 1. The Continuing Education Committee will develop a survey to distribute to all library personnel and/or incorporate member states' available information (by December 31, 2001).

Activity 2. The Continuing Education Committee will analyze survey results (by the 2001 Annual Conference).

Activity 3. A plan of action will be developed based on results (by June 30, 2002).

Objective B. MPLA in cooperation with one or more states will plan and conduct an annual conference, within the guidelines of the MPLA Manual of Procedure.

Objective C. The MPLA President will appoint a long-term committee to plan, organize, and conduct a Leadership Training Institute (to be initiated by December 31, 2004).

**II. MPLA will establish and maintain a liaison with library educational programs in its member states.**

Objective A. MPLA State Representatives or designees will maintain regular communications with each of the library education programs within their states for the purpose of learning about professional growth opportunities relevant to MPLA members.

Activity 1. Reports summarizing the correspondence and activities between the educational program designee and the respective MPLA representatives or their designees will be included in the MPLA State Representative's report (at each of the MPLA Executive Board meetings).

Activity 2. Each State Representative will report to MPLA members about library education opportunities in their state (at least semi-annually).

Objective B. MPLA members will be informed of scholarships and other funding opportunities for library education programs.

Activity 1. The Professional Development Grants Committee will develop a clearinghouse for scholarships available from sources other than MPLA such as educational institutions, professional organizations, and others (by December 31, 2003).

Activity 2. The Professional Development Committee will explore the opportunity to offer grants to attend MPLA Conferences to students attending library education programs in accredited institutions (by December 31, 2003).

Activity 3. A new scholarship committee will be appointed by the President to establish an MPLA scholarship fund specifically to fund students seeking a library degree (by December 31, 2003).

Activity 4. MPLA will explore offering annual scholarships at each of the MPLA region library schools to MPLA members (by December 31, 2004).

Objective C. The MPLA President will designate one existing board member to be the Distance Education Information Coordinator (by December 31, 2000).

Activity 1. The President's designee will gather the information provided by the State Representatives. This digest of information will be published on the website, and forwarded on the MPLA online list (by December 31, 2003).

Activity 2. The Distance Learning Information Coordinator will contact the state library associations, education associations and library schools in the MPLA states to identify any other online lists that have specific objectives to promote distance education. The method and addresses to subscribe to the identified Distance Learning or Continuing Education online lists will be published on the MPLA website (by December 31, 2004).

Activity 3. MPLA's interest in utilizing conferencing technologies to promote distance learning will be conveyed to the members of these online lists (by December 31, 2004).

Objective D. MPLA will take a leadership role in exploring library educational opportunities.

Activity 1. The Distance Education Coordinator will track library school educational programs and create a database of information available on the website, including links to appropriate sites. Included will be details that would be of interest to both prospective and continuing students (by December 31, 2003).

Activity 2. The Distance Education Coordinator will encourage the development of educational opportunities at library schools that would meet the needs of the disparate and geographically dispersed potential student population of MPLA member states (by December 31, 2003).

Activity 3. The Distance Education Coordinator will cooperate in offering or sponsoring classes that earn continuing education credits (by December 31, 2004).

Activity 4. The MPLA Continuing Education Committee will identify and highlight all existing library education-training program specialties within each of the 12 states for MPLA program planner use, (by December 31, 2001).

### III. MPLA will take a leadership role in the library community.

Objective A. The MPLA Intellectual Freedom Committee will promote and maintain access to intellectual freedom information.

Activity 1. Information about freedom of information/censorship activities in the MPLA region will be highlighted and disseminated. MPLA will also maintain a link to the ALA site on the MPLA website and by the MPLA Intellectual Freedom Committee providing content and links from the MPLA states to the MPLA webmaster (by January 1, 2001).

Activity 2. State Representatives will report at every Executive Board meeting about freedom of information activities in their states, which may be of interest to all members. State Representatives will share with their state boards and associations unique activities of other MPLA member states.

Activity 3. The Intellectual Freedom Committee will promote an intellectual freedom program at each joint conference.

Activity 4. The Intellectual Freedom Committee will develop and maintain a resource list of effective speakers on Intellectual Freedom issues on the MPLA website (by December 31, 2002).

Activity 5. The Intellectual Freedom Committee will use the MPLA online list to continuously inform the membership of current intellectual freedom issues (from 2000-2004).

Objective B. MPLA will promote the role of libraries as important components in the lifelong learning and quality of life issues in the MPLA states.

Activity 1. The Public Relations/Membership Committee will provide a quarterly news release on the MPLA website promoting library services as important activities in communities for use by local library personnel with local media (beginning November 1, 2000).

Activity 2. At joint conferences the MPLA Conference Liaison and state organizations will contact appropriate media, community leaders, government officials, and others to promote the role of libraries as a vital community resource.

Activity 3. State Representatives will report at every Executive Board meeting about recent library promotion activities in their states.

Activity 4. The MPLA Newsletter editor will solicit stories about “best practices” in libraries serving their library communities (beginning January 1, 2001).

Objective C. MPLA will recognize and promote leadership and excellence within the MPLA region through its awards (annually).

Activity 1. The Awards Committee will actively, at least twice a year in each state, solicit award nominations and will ensure that the MPLA Board and general membership is reminded of the importance of honoring excellence in the region (each year).

Activity 2. Announcement of the MPLA awards will be widely distributed to the national library media (annually).

Activity 3. The Awards Committee will develop a significant revision of the Literary Contribution Award. (by December 31, 2002).

#### **IV. MPLA will improve communication with its members and national and state associations.**

Objective A. An increased national visibility of MPLA started (October 25, 2000).

Activity 1. The Public Relations Committee will regularly report, write, and send MPLA activities to national publications, including photographs (starting October 25, 2000).

Activity 2. Photographs of MPLA activities will be posted on the MPLA website (by October 25, 2000).

Objective B. MPLA will increase communication with state associations and MPLA members in each state.

Activity 1. MPLA State Representatives will develop, maintain, and use an electronic distribution list of all MPLA members in their states and this effort will continue with each new Executive Board (by December 31, 2000).

Activity 2. MPLA State Representatives will regularly contribute news items and articles about MPLA and its activities to their state association newsletters, online lists, and websites (by December 31, 2000).

Activity 3. MPLA State Representatives will contribute news items and articles about their states and their activities to the MPLA Newsletter (for each issue).

Objective C. MPLA Executive Board will improve communication with the membership.

Activity 1. The MPLA Secretary and the Executive Secretary will compile and the webmaster will post summaries of all State Representative reports from Executive Board meetings on the MPLA website (within ten working days of each meeting).

Activity 2. The MPLA Secretary and the Executive Secretary will compile and the webmaster will post all minutes from Executive Board meetings on the MPLA website (within ten working days of each meeting).

**V. MPLA will strengthen existing partnerships and initiate new partnerships.**

Objective A. MPLA will accomplish the following activities in order to strengthen the partnerships with each group.

Activity 1. The Public Relations/Membership Committee will identify at least six target libraries/organizations for institutional membership (by December 31, 2002).

Activity 2. State Representatives will give the MPLA Executive Board short reports of significant library issues in each state (at each Executive Board meeting).

Activity 3. The Continuing Education Committee will maintain strong connections with the state library associations within the MPLA region by offering and communicating the availability of the MPLA pre-conference grants or program grants to all state library associations (at least semi-annually).

Activity 4. The MPLA President and State Representative from the state hosting the next joint conference will issue an invitation to the person who will be President of the state association during the next joint conference year to attend MPLA.

Activity 5. State Representatives are responsible for reporting major MPLA actions and activities to their individual state associations (at least semi-annually).

Activity 6. The MPLA President or designee will investigate the cost and benefits of MPLA becoming an ALA member and make a recommendation to the MPLA Executive Board (before December 31, 2002).

Activity 7. The State Representative or designee will make a membership presentation and distribute the MPLA brochure to at least 50% of students enrolled in the library education program(s) in their state and report activity to MPLA Board (at the annual conference).

Activity 8. The Continuing Education Committee will maintain strong connections with multi-state organizations, such as AMIGOS and BCR to expand continuing education offerings within the MPLA member states by communicating with each multi-state organization (at least twice annually).

Objective B. MPLA will utilize the existing resources and networks to strengthen its presence in the MPLA region.

Activity 1. The MPLA Continuing Education Committee will work with the ALA Association for Specialized and Cooperative Library Agencies to offer no less than one distance education activity in the MPLA states coordinated by the State Agencies, Cooperatives and Systems Sections as a test of potential cooperative efforts (before December 31, 2002).

Activity 2. The Continuing Education Committee will investigate continuing education offerings available from ALA that could be presented in a location in one of the MPLA states and transmitted via video teleconferencing to multiple locations (by December 31, 2002).

Activity 3. The MPLA President will revitalize the Chapter Relations Committee and work to organize a regional caucus, with MPLA members who are on ALA Council at ALA meetings, (by January 1, 2001).

**VI. MPLA will utilize technology to bridge distances and provide a regional presence in continuing education, professional development, and training, as well as to offer unique networking opportunities.**

Objective A. The Continuing Education and Professional Development Grants Committees will identify at least three offerings per year of continuing education, professional development, and/or training via other conferencing technologies within the MPLA states (by December 31, 2001).

Activity 1. The MPLA Continuing Education Committee and Professional Development Grants Committee will work together to identify speakers or presenters on topics discovered to be of interest (at least semi-annually).

- Activity 2. The webmaster will post information on the MPLA website about continuing education opportunities and solicit feedback (at least monthly).
- Activity 3. The MPLA State Representatives will assist by sending information to their individual state association newsletters to advertise offerings (at least semi-annually).
- Activity 4. Costs for distance education will be established for members and nonmembers (at least two months prior to the event).
- Activity 5. The MPLA Continuing Education Committee will conduct an evaluation of each program (within three months of the event).

Objective B. MPLA will provide continuing education and professional development opportunities through its website that both deliver content and demonstrate new technologies for use in libraries (by December 31, 2001).

- Activity 1. The MPLA Continuing Education Committee in cooperation with the webmaster will sponsor moderated discussions on relevant topics on its website. Working through the Continuing Education Committee, experts will be identified who will post topics, present short papers, answer questions, respond to comments and suggest resources in an online format. At least five moderated discussions will be hosted annually (starting in 2001).
- Activity 2. The MPLA Electronic Communications Committee will explore technology opportunities for video conferencing and internet-based communication to bridge distances and provide communication as well as continuing education to participants throughout the plan. They will report their findings at least annually to the Executive Board.

Objective C. MPLA will utilize its website as the primary tool for Information, communication, member services, and administration (by December 31, 2004).

- Activity 1. MPLA will continue providing its website (from 2000-2004).
- Activity 2. The MPLA Electronic Communications Committee will explore technology opportunities and report to the Executive Board (at least annually).



Objective D. MPLA will maintain a high quality website that provides information to members and utilize technology to bridge distances and improve communication (by December 31, 2004).

Activity 1. MPLA will include in the 2002 budget funds for a webmaster who will update, create and add new features, and maintain the website. The webmaster will be an ex-officio member of the MPLA Executive Board, as is the MPLA Newsletter editor, and the Executive Secretary. The webmaster will be an ex-officio member of the Electronic Communications Committee and the Continuing Education Committee.

Activity 2. MPLA webmaster will continue to maintain the jobline on MPLA website, and continue to provide links to other library job sites especially those of MPLA member states.

Activity 3. MPLA Executive Secretary and/or Executive Board will resolve privacy of information issues and the webmaster will post an electronic copy of the Membership Directory on the MPLA website (by December 31, 2002).

Activity 4. MPLA webmaster will use electronic versions of documents (such as the handbook, minutes of board meetings, and directories). The Executive Secretary will generate limited paper publications, as needed for the MPLA archives and/or special needs populations (by December 31, 2004).

Activity 5. The website will be the primary communication vehicle for members to share and obtain information (by December 31, 2004).

Activity 6. MPLA State Representatives will assure that websites for member state associations include a link to the MPLA website (by December 31, 2000).

Activity 7. The webmaster will link information about member state and joint conferences from the MPLA website to conference pages (by December 31, 2001).

Objective E. MPLA will explore ideas for conducting business electronically.

Activity 1. The Electronic Communications Committee will explore technology opportunities for an online board meeting using video conferencing or other Internet options. The Electronic Communications Committee will report its findings to the Executive Board (by April 30, 2002).

- Activity 2. The MPLA Executive Secretary and/or webmaster will provide online lists of section members and state members for section chairs, state representatives, and others as needed, (by December 30, 2001).
- Activity 3. The MPLA webmaster will investigate the feasibility of providing Web board technology for online threaded discussions and report to the Executive Board (by December 31, 2000).
- Activity 4. The MPLA Executive Secretary and/or webmaster will provide online and paper member registration, board reimbursement, and other forms (by June 30, 2001).
- Activity 5. The State Representative from the conference state will provide online and paper conference registration and program planning forms on the MPLA website (by March 31, 2001). The program planning forms will be available online (no later than six months before the conference date).
- Activity 6. The MPLA Newsletter Editor and Electronic Communications Committee will explore the possibilities of distributing the MPLA Newsletter both electronically and in paper and let members choose in which format they would prefer to receive the MPLA Newsletter and report to the Executive Board (by April 30, 2001). New Members Round Table and the Membership Committee in consultation with the Executive Board will explore issues of access to the electronic MPLA Newsletter for non-members as a recruiting tool and report to the Executive Board (by April 30, 2001).
- Activity 7. MPLA will support an electronic presence for the current MPLA Newsletter and a 1-year back file should be available on the website even if it is still distributed in paper (by December 31, 2001).
- Activity 8. Committees and task forces will have access to the online list for discussion and carrying out their assignments (by December 31, 2002).
- Objective F. The MPLA webmaster will propose an easy-to-find and easy-to remember domain name for the organization to submit to the Executive Board for approval, register it, and take steps to implement it for the MPLA website (by December 30, 2001).
- Objective G. MPLA will consider the cost of implementing technologies in planning its annual budget so that resources are available.

**VII. MPLA members will be informed about library political issues and be encouraged to participate in political activities.**

Objective A. MPLA members will be informed about national and regional library issues.

- Activity 1. The MPLA President, or designee, will attend the Legislative sessions at the ALA annual conference and report to the Executive Board and to the membership (semi-annually).
- Activity 2. The MPLA President will request a liaison from the Western Council of State Libraries to report to the MPLA Executive Board on significant political issues (semi-annually).
- Activity 3. The MPLA webmaster, in cooperation with the State Representatives, will establish and maintain a website to act as a legislative clearinghouse that will list state legislative committee chairs or contacts and include a three-year list of library related legislative agendas that will be updated (annually).
- Activity 4. The MPLA President will be responsible for sharing significant political concerns via State Representatives and the MPLA President will share concerns with the entire MPLA membership via the MPLA online list and MPLA Newsletter (semi-annually).
- Activity 5. The Awards Committee will be responsible for identifying and recognizing excellence in legislative activities on library advocacy in the MPLA states by presenting an award(s) (at the annual conference).

Objective B. MPLA will increase representation from the MPLA region with national library professional groups by completing the following activities.

- Activity 1. State Representatives will submit a list of candidates from their states who are candidates for national library organization offices to the MPLA Executive Secretary (at least twelve weeks before each election).
- Activity 2. The Executive Secretary will compile data on MPLA region candidates for national library organization offices and share this information via electronic communication and, if possible, in print (within 10 working days of receipt of information).

**VIII. MPLA will be administered efficiently and effectively.**

- Objective A. The MPLA Executive Board will employ and evaluate an Executive Secretary (annually).
- Objective B. The MPLA Executive Board will employ and evaluate a webmaster (annually).
  - Activity 1. The Electronic Communications Committee will develop a job description for the webmaster (by December 30, 2001).
  - Activity 2. The MPLA Executive Board will allocate funding in the MPLA Budget for the webmaster position.
- Objective C. The MPLA Executive Board will employ and evaluate the MPLA Newsletter Editor (annually).
- Objective D. The MPLA Executive Board will review and update MPLA's Long Range Plan (annually).
- Objective E. The Bylaws and Procedures Committee will revise and update the Manual of Procedure (annually).
- Objective F. The MPLA Vice-President or designee will revise and update the Conference Manual of Procedure following each annual conference (beginning at the conclusion of the 2000 conference).

Proposed Motion:

On behalf of the Mountain Plains Library Association Past Presidents Committee, I move adoption in principle of the Mountain Plains Library Association Long Range Plan, 2000-2004, October 27, 2000 Draft, with the provision that membership grant the MPLA Executive Board the privilege of revising and editing this living, changing, plan as necessary.

Respectfully submitted,

Donna Jones Morris  
Past Presidents Committee Chair