



Final Strategic Priority Recommendations

- a. Open membership to others- all library staff and trustees
- b. Explore strategic collaboration/merger (win/win)
- c. Continuous Education – formalize our unique niche and maximize revenue
- d. Enhance the business model for NJLA – Enhance structure, revenue and governance for long term sustainability

Benchmarks

Membership	
Year 1	Year 3
Design member categories for non MLS	25% of members non MLS
Design campaign to attract other staff , trustees, friends groups and institutions	60% of MLS librarians in the state are members
Investigate developing a Friends of NJLA category	75% of public and academic libraries will be members
	Assess the financial viability of an all-inclusive institutional membership and implement if appropriate

Collaboration/Merger	
Year 1	Year 3
Pilot – co-locate conference/programs with other associations	Increase advocacy power and credibility representing a common agenda across major association representing libraries/professionals in the field
Sponsor a joint meeting of the boards (or leadership) across associations to discuss options for collaboration or merger	Increase influence of library associations in the State through enhanced collaboration or win/win mergers
	Find win/win mergers that increase sustainability of both partners and retains mission focus of NJLA
	Increase smart collaborations that bring in revenue for NJLA



Continuing Education	
Year 1	Year 3
Make future oriented continuing education the integrated goal of all sections/groups/committees	Annual continuing education agenda formalized in advance of year
Create process for integration of continuing education efforts	NJLA is known for supporting cutting edge, libraries of the future
Create standards for continuing education, especially fees	An online option for conference/workshops is available
Create expectations among members and others doing this work about NJLA unique role in future oriented continuing education	More online content: <ul style="list-style-type: none"> • Video • 8-12 webinars per year
	Full complement of online tools to serve CE needs

Business Model	
Year 1	Year 3
Align governance to strategic priorities <ul style="list-style-type: none"> • Board members • Committee structure 	Easy access to management information <ul style="list-style-type: none"> • Finance • Membership data
Set specific financial targets <ul style="list-style-type: none"> • Fees • Dues by category 	Create a members only section on the website
Consider an Association Management option – and evaluate space needs	Financial stability – build on our plans by Year 3

Implementation Recommendations

1. That work begin immediately, with the appointment of the First Vice President to chair an Implementation Task Force.
2. That the Implementation Task Force determine how to organize activities identified by the plan and make any recommendations needed for additional workinggroups.
3. That the Executive Board dedicate a portion of their monthly meetings to discussion of the plan and its implementation.
4. That the Implementation Task Force provide an annual written report to the Board and Membership on the implementation efforts.