

LIBRARY AND INFORMATION ASSOCIATION OF JAMAICA

STRATEGIC PLAN

2007 – 2010

Notes to Strategic Plan:

- Each Committee, Section and working party must extract from the Strategic Plan the relevant sections which will form their objective for 2007. These must be communicated to the members of their Committees and translated in action/work plans.
- Each Committee, Section, Working Party must present a half year report at the Executive Meeting in July 2007 to indicate status of achievement to date
- At the end of the year the report prepared must be done within the context of the Strategic Plan and must indicate achievements made based on the Strategic Plan

Strategic Objectives	Goals & Activities	Responsible Working Party Section/Committee	Target Dates	Notes
1. Actively recruit new members and promote and encourage their full participation in the activity of the Association.	1. Increase the number of paid up members in good standing by 10% annually by doing the following: <ul style="list-style-type: none"> • Updating database to provide a detailed membership list • Developing a mechanism to identify active/non-active members within the Association <ul style="list-style-type: none"> • Establish a designator to identify those who are active within the Association • Updating the present brochure • Preparing and circulate packages detailing information on the Association and the benefits to be derived from membership • Issuing membership cards – with annual updates • Creating a directory of the membership – to be placed on the LIAJA website • Distributing fact sheet with invoices for fees and with notices for Annual General Meetings 	Public Relations, Membership and Conditions of Service, Information Technology	May 2007 June 2007	Package to include material from the following: List of places for discounts; Bursary and Travel Grant details; Membership Cards; Calendar Events Bookmark; Association Brochure; Target Sheet.
		Awards Committee, Public Relations and Membership and Conditions of Service	May 2007	
		Information Technology	June & November 2007	
		Membership & Conditions of Service; Public Relations	Ongoing	
				Career exposition hosted by Tertiary Institutions and Information Providers (UWI, etc.)

	<ul style="list-style-type: none"> • Developing list of potential members and follow-up contacts <ul style="list-style-type: none"> a. Librarians in Educational Institutions (Primary to Tertiary) b. Other information professionals c. Students –actively recruit students into the profession d. Corporations • Exploring associate membership with JTA, Jamaica Computer Society, National Council on Education, etc. <p>2. Collaborate with other information Providers, Associations, and allied professions</p> <ul style="list-style-type: none"> ○ Establish partnership with related organizations and groups, library suppliers, computer groups ○ Encourage the Department of Library and Information Studies to implement a system for tracking of graduates. 	<p>Membership; Advocacy</p> <p>Public Relations, Schools</p> <p>All sections, working parties</p> <p>DLIS</p>	<p>August 2007</p> <p>Ongoing</p> <p>Ongoing</p>	
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	<p>3. Maintain and make accessible a membership database on the Website.</p> <p>Create a Job Bank using database</p> <p>.</p>	<p>Membership and Conditions of Service, Information Technology</p>	<p>Ongoing</p>	
	<p>4. Promote negotiated discounts, concessions and other benefits from business houses and various facilities.</p> <ul style="list-style-type: none"> • Create lists of concessions and benefits. • Update directory of services. 	<p>Membership & Conditions of Service, Information Technology , Public Relations</p> <p>Retired Members Section</p>	<p>June 2007</p> <p>November 2007</p>	
	<p>5. Maintain professional development of members.</p> <ul style="list-style-type: none"> • Create opportunities for members to participate in exchange and other development programmes. • Conduct training workshops for members • Disseminate information to members • Promote travel grant. • Develop mentorship programme for new professionals • Develop a Research Agenda on areas of interest to LIAJA/LIAJA-executive. 	<p>Education and Training, Executive</p> <p>Public Relations</p> <p>Research and Publication</p>	<p>Ongoing</p>	

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<p>4. Develop and promote a positive image of the Profession and the Association.</p>	<p>1. Improve communication between the Association and the public.</p> <ul style="list-style-type: none"> • Utilize the electronic and print media and other fora to promote the profession and the Association. • Seek and accept public speaking engagements with appropriate groups • Implement activities to observe special days such as: Library Week, Book Week, Special Libraries week, Reading Week etc • Participate in mentorship programmes <p>2. Develop a public campaign to promote use of information.</p> <ul style="list-style-type: none"> • Invite celebrities to endorse library activities\ • E.g. Luciano, Tony Rebel, etc. <p>3. Improve communication within the Association.</p> <ul style="list-style-type: none"> • Maintain an e-mail group/conferencing facility. • Maintain communication contact with members who are non-users of computers/email 	<p>Public Relations; Members of the Executive</p> <p>Newspaper supplement April/November 2007</p> <p>October/November 2007</p> <p>Public Relations with Relevant Working Parties/ Sections</p> <p>Public Relations with relevant Working Parties /Sections, Information Technology</p>	<p>Ongoing</p> <p>April 2007</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Publish Newspaper supplement for Special Libraries Week April 15 – 21, 2007</p> <p>Seek public speaking engagements at JTA Annual Conference</p>

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<p>5. Develop a strong financial base for the Association.</p>	<p>1. Identify income-generating projects.</p> <p>2. Strengthen efforts to attract co-funding for projects.</p> <ul style="list-style-type: none"> • Identify potential local and international funding agencies • Sections and Working Parties to raise funds • Identify and prepare potential proposals to various funding agencies via LIAJA Executive <p>3. Display prudent and astute financial management</p> <ul style="list-style-type: none"> • Maintain Investment Committee. • Intensify efforts to increase fee payments by members • Develop annual operating budgets • Develop and maintain a viable investment portfolio 	<p>Fundraising, Education and Training ,All Sections/Working Parties</p> <p>All Sections and Working Parties</p> <p>Treasurer; Fund Raising; Executive</p> <p>Membership& Conditions of Service</p> <p>All Sections, Working Parties, Committees, Executive</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Fundraising Committee to raise \$800,000 for the year 2007. Each Section/Working Party to raise \$30,000 for the year 2007</p>

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<p>8. Promote the use of information and communication technologies to develop professional competencies and to support the operations and activities of the Association and Information units.</p>	<p>1. Use website to disseminate information on programmes, activities and resources.</p> <ul style="list-style-type: none"> • Continue development for website <p>2. Create opportunities for members to develop ICT competencies. For example</p> <ul style="list-style-type: none"> • Using Microsoft Publisher • Digital Library Management <p>3. Promote the use of technology to enhance the services offered by libraries.</p> <ul style="list-style-type: none"> • Survey the extent of the application of ICT in member libraries 	<p>Information Technology Education and Training</p> <p>Information and Technology: Education and Training</p> <p>Information Technology All Sections, Working Parties, Institutions</p>	<p>Ongoing</p> <p>July/August 2007</p> <p>September 2007</p>	<p>Website hosted by MITS (UWI)</p>