



School Library
Systems Association
of New York State

SLSA *Advocacy ∨ Leadership*



School Library Systems Association of New York State Strategic Framework Vision 2015-2020

SLSA Overview

Profile 2015-2020

SLSA is comprised of School Library System Directors from across 36 BOCES and Big 5 School Library Systems.

Current Executive Board Members

Doreen Bergman– President

J'aime Pfeiffer – Immediate Past President

CeCe Fuoco- President-Elect

Jim Belair- Treasurer

Mary Kay Welgoss- Secretary

Jen Cannell - VP for Advocacy

Regional Representatives

Kimberly Bramfeld- Capital District

Elizabeth Hartnett- Central NY

Carl Vitevitch- Long Island

Patricia Sarles- Metro

Karie Doelger- North Country

Katie Bertrand- Rochester

Eileen Coryat- South Central NY

Danielle Yeomans- South Eastern NY

Sue Bartle- Western NY



An organizational overview is essential when considering presenting a strategic plan to the all stakeholders. The membership should have a thorough understanding of the organization, the major stakeholders, the programs in place and the action plans as we move forward.

TIMELINE: PLAN RANGE

Suggested Plan Range:

- Planning Process: 2015-2016
- Implementation: 2016-2020
- Monitoring: Continuously
- Evaluation and Adjustments: 2016-2017
- Final Review of the Plan: Spring 2017
- Sustaining the Plan: 2017 and beyond

A plan range and timeline must be included to successfully plan, implement, monitor, evaluate and revise as necessary. The SLISA Organization began this important work at the Spring Institute in 2015 and continued by at the 2016 Spring Institute by developing action teams to begin tackling the issues that quickly became the priorities. The Action Teams will continue to work together to meet to create and implement that goals that were set.

VISION

We did not create a vision????

MISSION

The mission of the School Library Systems Association of New York State is to strengthen, support and advocate for its members as they foster quality school library programs.

CORE VALUES & BELIEFS

The vision and mission of the provides the membership with direction for improvement and continued growth opportunities to positively impact SLSA members as they plan for future opportunities and is the roadmap for the strategic planning and the implementation and evaluation.

Rationale

A strategic plan was developed to ensure that roadmap is in place as SLSA Members begin the challenge in defining the leadership roles that will help all school library programs meet the demands of future ready school librarians, teachers and students.

Needs Assessment

Our Strengths

- Curriculum endorsed throughout the state (ESIFC)
- Broad representation of the state
- Membership made of leaders in our profession
- Power of consortium purchasing
- Varied skill sets/knowledge/backgrounds of directors
- Capacity to share knowledge
- Collegial relationships with local, state, national professional organizations
- Passion for our profession and invested stakeholders
- State mandated funding
- Advocacy
- Direct line to SED
- Collaborative/Accessible to one another due to small size
- Gain from each other's expertise

Our Challenges

- Strong personalities with diverse interests
- Differing priorities across regions
- Communication among members
- Focus on similarities instead of leveraging our differences
- Poor attendance at membership meetings
- Fall under DLD and not NYSED
- All members not actively engaged
- Leadership training must be ongoing
- Learning curve for new directors
- Roles are very different in each of our BOCES/City SLS
- Institutional memory holds us back
- We don't currently identify and address the needs of our members-Differentiated support
- We get lost in the details

Providing the rationale and a message from the SLSA President provides clarity of why the strategic plan is necessary and that the organization is committed to following through. It is a political and cultural assurance that there is accountability. This section also works to support plan and assures that the leadership is committed to building community and trust.

Shared Responsibility Team

TYPED/ PRINTED NAME	POSITION/ STAKEHOLDER
Doreen Bergman	SLSA President
CeCe Fuoco	SLSA President-Elect
J'aime Pfeiffer	SLSA Past President
Jim Belair, Mary Kay Welgoss, Jen Cannell	Executive Board Members
Kimberly Bramfeld- Capital District Elizabeth Hartnett- Central NY Carl Vitevitch- Long Island Leanne Ellis- Metro Karie Doelger- North Country Katie Bertrand- Rochester Eileen Coryat- South Central NY Danielle Yeomans- South Eastern NY Sue Bartle- Western NY	Regional Representatives
SLSA Membership	Action Team Leaders/Members

A shared responsibility team will work together to create , implement, monitor, evaluate and revise the strategic plan as needed. All stakeholders are included as a way to address accountability, culture, community and trust.

Priority: Collaboration with P-12, SED, & Higher Ed

STRATEGIC GOAL:

Outreach programs with SED (P-12, DLD, Higher Ed) including addressing certification issues.

Action Team Members: Richard Hasenyager, Doreen Bergman, Leanne Ellis, CeCe Fuoco, Colleen Sadowski, Nicole Waskie-Laura,

YEAR	RELATED STRATEGIES	Progress Monitoring*	Evidence of Goal Attainment	IMPLEMENTATION PERSONS RESPONSIBLE	TIMELINE	FUNDING SOURCE
2016-17	Communicate and Collaborate with the Task Force on Certification in collaboration with NYLA, SLSA, and SED (DLD, P-12, and Higher Ed)	Monthly		J'aime & RIC		
2016-21	Connect with the Regents Advisory Council	Continual		Colleen	On-going	
2016-21	Sit on governing councils of our local library preparation programs (higher ed)	Monthly		Members of SLSA	On-going	
2016-21	Invite DLD and P-12 to events (conferences, institute) - Bernie, local Regents, our DLD liaisons - -Make sure that this is an explicit "best practice" for SLSA directors	Quarterly		Regional Reps	On-going	
2016-21	Send "questions of concern" rather than agenda items to be addressed during DLD calls	Quarterly		J'aime	On-going	
2016-21	Set up a monthly meeting between John Brock and SLSA leadership <ul style="list-style-type: none"> • Specific agenda for these meetings 	Monthly		President-elect	On-going	
2016-21	Invite DLD and P-12 to events (conferences, institute) - Bernie, local Regents, our DLD liaisons - -Make sure that this is an explicit "best practice" for SLSA directors	Continual		SLSA Directors	On-going	
2016-21	Work with Field Placement Organizations to ensure pre-service teachers and librarians work do work/inquiry projects with school librarians during student teaching/fieldwork					

Priority: Professional Development for School Librarians

STRATEGIC GOAL:
 Provide High Quality Professional Development to School Librarians
Action Team Members: Melissa Jacobs, Gail Barraco, Alicia Thompson, Eileen Coryat, Gina Bell, Mary Kay Welgoss, Andrew Dutcher

YEAR	RELATED STRATEGIES	RELATED ACTIONS	Progress Monitoring*	Evidence of Goal Attainment	IMPLEMENTATION PERSONS RESPONSIBLE	TIME LINE	FUNDING SOURCE
2016-17	Promote Understanding of ESSA within SLSA	<ul style="list-style-type: none"> • Create a committee to study and disseminate information about ESSA to membership from national and state organizations (AASL, NYLA, SED, etc.) • Develop communication tools, like LibGuides with professional resources to support PD in the field • Advocacy level to make sure that the money makes its way down to our systems • Advocate for grant opportunities from SED to provide for turnkey training 					
2016-21	Encourage SLSA members to become actively involved at the local, state and national levels						
2016-21	Continue to develop mentoring program						
2016-21	Develop cost effective solutions to providing a high level of regional PD						
2016-21	Work with NYLA affiliates to develop more opportunities for SLSA members to attend conferences, workshops.						

Priority: Leadership Professional Development

STRATEGIC GOAL: Provide Leadership PD for SLS Directors/SLSA Members

Action Team Members: Katie Bertrand, Sue Bartle, Meghan Davison, Christopher Harris, Sarah Kardasz, Danielle Yeomans, Manami Tezuka

YEAR	RELATED STRATEGIES	RELATED ACTIONS	Progress Monitoring*	Evidence of Goal Attainment	IMPLEMENTATION PERSONS RESPONSIBLE	TIMELINE	FUNDING SOURCE
2016	Identify IMLS Funding Cycle				Chris	July 15	
2016	Apply for SLSA to be a certified PD provider (NYSED)	Application Submitted			Katie		
	Email SLSA for recommendation of potential grant writer groups or consultancy Groups with focus around educational leadership				Sara	6/13/16 Complete	
	Propose project to SLSA Membership/ Request funding of up to \$10,000 to fund this effort: ~To secure a grant writer/facilitator ~To seed the initiative without receipt of a grant (the first facilitator at next year's SLSA Institute) ~Identify grant writer/ facilitator to help design leadership learning process over 3 years. Get quotes/ costs.				Chris/Team		
2016 -17	Rebrand the SLSA Institute as the SLSA Leadership Institute and secure a presenter to address the topic of marketing and branding at the 2017 Institute						\$10,000-
2016 - 2021	Identify professional book study materials for use in the SLSA regions to sustain and follow through each year related to the strand presented at the institute					Continuous	

Priority: Recruiting Highly Qualified School Librarians

STRATEGIC GOAL: Create a toolkit for promoting and recruiting highly qualified school librarians

Action Team Members: Jen Cannell, Pam Berger, Lindsay Delaney, Karie Doelger, Joe Mannozi,

YEAR	RELATED STRATEGIES	RELATED ACTIONS	Progress Monitoring* W M Q Y	Evidence of Goal Attainment	IMPLEMENTATION PERSONS RESPONSIBLE	TIMELINE	FUNDING SOURCE
	Define who recruiting and how to reach						
	Identify existing resources	NYC & CNYSLSA					
	Create online toolkit & brochure	Coordinate with SLSA PR Consultant		Accessible website & Professional brochure	Jen	May 2017?	
	Develop Partnerships with Higher Education	Invite LMS programs to come to a SLSA meeting					
	Partner with Pathways to certification group						
	Encourage all SLS Directors to distribute brochure and share website	Work with PR person		Brochure (editable) posted on SLSA website and recruitment website created			
	Encourage SLS Directors to do recruitment events						

Priority: Outreach Programs for Stakeholders

STRATEGIC GOAL: Create a toolkit for district/regional stakeholders including Board of Educations, Superintendents and district and building level administrators

Action Team Members: Jim Belair, Deborah Booth, Kimberly Bramfeld, Susanne Ford-Croghan, Marla Yudin, Lynn Miller

YEAR	RELATED STRATEGIES	RELATED ACTIONS	Progress Monitoring* W M Q Y	Evidence of Goal Attainment	IMPLEMENTATION PERSONS RESPONSIBLE	TIMELINE	FUNDING SOURCE
	Develop a Libguide to provide resources that we can use when working with Administrators						

Priority: Outreach Programs for SLSA Members

STRATEGIC GOAL:

Action Team Members: Sue LeBlanc, J'aime Pfeiffer, Michael Dodes, Betsy Hartnett, Rebecca Gerald, Sue Bartle, Lynne Smith, Carl Vitevitch

YEAR	RELATED STRATEGIES	RELATED ACTIONS	Evidence of Goal Attainment	IMPLEMENTATION PERSONS RESPONSIBLE	TIMELINE	FUNDING SOURCE
2016	Ascertain interests & needs of SLSA members	<ul style="list-style-type: none"> • Develop member survey • Administer member survey • Outreach to non-respondents • Analysis of results • Report survey results at NYLA • Plan, e.g., for Special Interest Groups (SIGS) based on analysis, w/identification of mode of communication/outreach 		<ul style="list-style-type: none"> • Sue, Carl, Betsy for 1st draft; whole group for 2nd draft • Sue, Betsy • Rebecca, J'aime • Group • Sue • Michael, Lynn 	<ul style="list-style-type: none"> • 1st draft: July 15 • By Sept. 30 • By mid-Oct. (w/in 1 week of survey end) • NYLA • by November 30 	
	Meet “just-in-time” or non-SIG needs of members, in ongoing way	Consider, based on survey results: <ul style="list-style-type: none"> • Informal regular communications w/SLSA • Summer “informal” face-to-face meeting • Reinstating regional meetings 				
	Consider feasibility	Explore feasibility of forums or	Initial forum exploration	Group	On-going	

	of “archiving” important job-related knowledge	password-protected guides.	completed, decision against at this time.(Aug.) Guides still an option.			
	Sustain member engagement work	Create & implement comprehensive implementation plan		Group		

Communication

The Communication Plan explains the procedures for sharing the plan to all stakeholders.

- Newsletters (print and digital)
- Posted on SLSA website
- Regents Advisory Committee
- DLD Conference Calls
- Social Media
- LinkedIn
- Social bookmarking
- One page Strategic Plan Overview
- Board Presentations

Implementation Fidelity

- Are strategies implemented according to plan?
- Once the strategic plan is approved by the SLSA Executive Board, the action plan is set into motion according to the timeline for each priority area.
- To implement the strategies for the priority areas, SLSA should following the timeline identified in the action plan.
- Evaluation of the plan must be done regularly by the following methods:
 - SLSA Executive Board Meetings
 - Progress Monitoring throughout plan according to timeline
 - Quarterly Plan Review by Team Members

Implementation	Monitoring Process	Evaluation	Revising
Collaboration with P-12, SED, & Higher Ed	Quarterly by Team Leader & Members	SLSA Institute: Yearly	
Professional Development for School Librarians	Quarterly by Team Leader & Members	SLSA Institute: Yearly	
Recruiting Highly Qualified School Librarians	Quarterly by Team Leader & Members	SLSA Institute: Yearly	
Leadership Professional Development	Quarterly by Team Leader & Members	SLSA Institute: Yearly	
Outreach Programs for Stakeholders	Quarterly by Team Leader & Members	SLSA Institute: Yearly	
Outreach Programs for SLSA Members	Quarterly by Team Leader & Members	SLSA Institute: Yearly	

The strategic plan must be implemented and monitored with fidelity. It is essential to ensure that the purpose and accountability for the plan is included to guarantee the support of all stakeholders

Evidence

Qualitative Measureable Outcomes must be a part of every strategic plan.
Evidence for the success of the strategic plan would include:

This section needs work.

Sustainability

Lasting Impacts

WHO	WHAT	HOW
SLSA Directors	Increased Leadership and Effectiveness in their roles as administrators	Leadership Academy SLSA Institute State and National Conferences
School Librarians	All School Library Programs benefit from highly effective School Librarians	Professional Development
Students	Future Ready	Knowledge and skill development through strong school library programs with foundation that is built with inquiry and information literacy.