

TO: Oregon Library Association Executive Board  
FROM: Kate Lasky, OLA president-elect  
DATE: Oct 4, 2019  
SUBJECT: Strategic planning update

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### **Resources**

Current [Oregon Library Association \(OLA\) Strategic Plan](#)

Strategic planning committee members include Elaine Hirsch, Jane Corry, and Kate Lasky

### **Background**

The current OLA Strategic Plan was developed for 2017–2019. As 2019 comes to a close, the OLA board plans to review and update the association’s strategic plan.

Under the direction of the OLA president, the strategic planning committee decided to retain the mission, vision, reputation, role, areas of focus, and objectives of the current strategic plan and update the initiatives. To clarify, the areas of focus can be considered goals, the objectives are the key performance indicators, and the initiatives are projects to accomplish the goals. Not all objectives need to tie directly to initiatives, but they do tie to focus areas (goals).

At the OLA Board retreat in August 2019, OLA division/committee chairs and board members participated in a brainstorming session to update the initiatives. Participants made recommendations on new initiatives and priorities. These recommendations were transcribed and will be considered by the strategic planning committee.

### **Recommendation**

The committee plans to further engage OLA membership and the Oregon library community in the strategic planning process through a survey. The survey will address key performance indicators (or objectives) and will allow for input on initiative priorities. Results of the survey will inform the committee’s update to the strategic plan for board approval by March 2020.

Survey questions include demographics, program and project priorities, and establishing a baseline for the following strategic plan objectives:

- Year over year improvement of professional development satisfaction scores
- Year over year improvement on communication satisfaction survey scores
- Year over year improvement on engagement satisfaction survey scores
- Annual survey shows OLA as “welcoming”
- Percentage of library professional staff within Oregon are OLA members

It is recommended the survey launch on January 15 and run for two weeks with an incentive prize for participation in the survey, such as two gift cards to Fred Meyer (\$50 each).

The committee will present an insight report of survey findings to the board at its April board meeting, along with recommended updates to the strategic plan.

The updated, 3-year strategic plan will be made available to the following board approval in time for 2020–2021 association year planning.