

From the President

Gwen Jackson, President

Happy Spring! As I have traveled throughout North Carolina, I have truly been in awe of the beauty of spring bulbs, shrubs, and flowers and the budding and flowering trees. For some reason, spring this year has been especially beautiful and welcome. It has been a time to celebrate, to reflect, and to plan.

In the same manner that spring has been so meaningful, the work of the Executive Board of the North Carolina Library Association has provided a time to celebrate, to reflect, and to plan. During the Executive Board Retreat at Camp Caraway in January, your Board took a very critical look at the Association by identifying strengths, weaknesses, threats, and opportunities. The goal was to develop a strategic plan and set directions or "road maps" for the 1993-95 biennium. The identified priorities were organized under five areas — communications, intellectual freedom, organizational issues, personnel, and technology. The work groups continued to develop vision statements, strategies, benchmarks, communication plans, and timelines during the April Executive Board meeting. The results of these work sessions are below.

NCLA COMMUNICATION ISSUES WORK GROUP

- Vision:** Libraries and librarians are recognized as the prime information source empowering the people of North Carolina to become lifelong learners.
- Strategy:** Hire a marketing advisor to develop an 18-month awareness campaign culminating in the biennial conference in collaboration with the Conference Committee to mesh themes. The campaign will be carried out by the Marketing and Public Relations Committee and others as appropriate.
- Benchmarks:**
1. Create a graphic theme that reaches across different types of libraries
 2. Create an in-house graphics "library"
 3. Design a press release/public service announcement (PSA) database (Marketing and Public Relations Committee)
 4. Sponsor a workshop at the beginning of each biennium for sections/round tables/newsletter editors, etc. (Publications Committee)
 5. Sponsor workshop(s) in conference off-years for librarians from different types of libraries who are responsible for publications/PR within their own communities

NCLA INTELLECTUAL FREEDOM WORK GROUP

- Vision:** North Carolina libraries and librarians will be aware of the importance of safeguarding the rights of library users in accordance with the First Amendment to the United States Constitution and the Library Bill of Rights as adopted by the American Library Association.
- Strategies:**
1. Promote the *awareness* of the importance of free access to information, the threats to this access, and privacy for *all* users
 2. Continue to encourage libraries to have written, approved selection policies and advisory committees
- Benchmarks:**
1. Conduct a survey
 2. Maintain a record of contacts (Clearinghouse)
 3. Maintain a chronological news clipping notebook (on-going)
 4. Maintain "deep throats" in General Assembly (on-going)

NCLA ORGANIZATIONAL ISSUES WORK GROUP

- Vision:** The North Carolina Library Association is the motivating force for unifying its diverse membership to achieve the purpose, goals, and priorities of the organization.
- Strategies:**
1. Promote long-range planning throughout the organization

2. Foster regional/local "associations"
3. Ensure that the participation in the activities of sections/round tables/committees reflects the diversity of the organization

- Benchmarks:**
1. Prepare a plan for the biennium that supports the long-range plan of NCLA by September 1, 1994 (all sections and round tables)
 2. Stress the attendance at NCLA Executive Board meetings of vice chairs of sections and round tables
 3. Identify current local/regional associations and invite the chairs to attend NCLA Executive Board meetings as a means of maintaining communications with these organizations (Investigate feasibility of establishing a council of affiliates.)
 4. Promote membership in sections/round tables/committees to reflect the diversity of NCLA
 5. Schedule NCLA Executive Board meetings in connection with section/round table workshops and conferences
 6. Encourage each section/round table to have at least one program/meeting with participation from another constituency of NCLA

NCLA PERSONNEL WORK GROUP

Vision: NCLA and the library profession will be represented by exemplary professionals including women and minorities at all levels of **administration**.

- Strategies:**
1. Develop a plan for a mentoring/internship program
 2. Develop a plan for awarding scholarships to women and minorities for degrees and/or additional training in administration
 3. Encourage NCLA members to visit library schools
 4. Attend career fairs
 5. Publish articles in *North Carolina Libraries* and *News From NCLA* on personnel issues

- Benchmarks:**
1. Have a plan for scholarship program
 2. Have promotional materials ready

NCLA TECHNOLOGY WORK GROUP

Vision: Libraries and librarians play a leadership role in developing of the North Carolina Information Highway (NCIH), and in implementation and utilization of the Highway so that it extends to each library, with the necessary training and equipment for each citizen to have access.

- Strategies:**
1. Training — Establish criteria for computer literacy through workshops (hands on and videoconferencing) and provide on-going support through the creation and timely updating of a resource handbook which will include directory of experts/support assistance
 2. Position and Philosophy — NCLA will prepare a position paper setting forth the principles that will clearly state the roles for North Carolina's libraries in developing and implementing the NCIH (by NCLA Legislative Day 1995, May 10, 1995)
 3. Communication — Establish broad-based communication about NCIH to NCLA membership via updates in *Tar Heel Libraries* and *News From NCLA*, by active promotion of e-mail use among the membership, and by the establishment of a newsgroup/ Listserv by/for NCLA
 4. Organization — Establish a Technology and Trends Round Table to provide a focus for NCLA's efforts on technology issues; provide guidance to NCLA sections and round tables; and promote NCLA relationships with other associations and agencies involved in the planning, implementation, and utilization of the NCIH (i.e. NREN, NCASL, MUGLNG, Free-Nets, etc.)
 5. Political — Contribute to the vision through timely political activism using such strategies as direct communication with all local and state elected and/or other officials via promotional documents; and also by using proactive technical expertise and consulting services to educate them.

This issue of *North Carolina Libraries* addresses the economic effect libraries have at the local and state level. Guest editor John Welch suggests that we effectively market the services of our libraries. As the above strategies are incorporated in the activities of the sections, round tables, and committees; NCLA will become more visible and all types of libraries will be collaborating with program development and resource sharing.

Accept the *challenge* to market the services of your library and continue to *celebrate* life and libraries every day!