

# **Lebanese Library Association (LLA)**

## **Annual General Meeting**

### **2013 – 2015 Strategic Plan**

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**UNESCO Palace, Beirut**

**January 16, 2013**

# Vision & Mission

## VISION:

To be the national home of library and information professionals  
in Lebanon

## MISSION:

To provide leadership for the development, promotion and  
enhancement of the library and information sector to in turn  
provide quality services to the Lebanese community

# Objectives

- 1. To develop active and meaningful communication among its members;**
- 2. To set professional standards and ethical codes and ensure their implementation;**
- 3. To support continuing professional development (CPD) programs;**
- 4. To support the delivery of library and information services that is vital to the economic, social and cultural well-being of Lebanon.**

# Values

**Diversity** of all kinds in membership, programs, and services;

**Encouragement** of professional development and other educational opportunities;

**Openness** to the changing needs of its members;

**Professionalism, ethical conduct, and integrity** towards members, volunteers, partners, and the larger community;

**Establishment of Collaborations and partnerships** with other organizations having similar goals and interests;

**Social responsibility** in communities at all levels;

**Flexibility** in governance and organizational structure.

# Greatest Challenges

- ❑ **Reconnect with LLA members and be more transparent;**
- ❑ **Motivate our current members and to attract new members from various sectors;**
- ❑ **Revive the LLA newsletter to provide better coverage and reach out to more members;**
- ❑ **Restudy existing bylaws and organizational structure to include divisions and professional entities that focus on the various aspects of librarianship;**

# Greatest Challenges

- ❑ Offer professional and recognized development programs and services to our members
- ❑ Be aware of various channels of funding;
- ❑ Act as the primary reference in all issues related to librarianship and the library world before the government;
- ❑ More proactive towards national issues such as copyright infringement....;

# Strategic Plan

- Membership
- Continuing Development Program
- Collaborations & Partnerships
- Communication
- Public Relations
- Finances
- Organizational effectiveness

# Membership

- ✓ To develop and implement a member recruitment and retention plan;
- ✓ To develop an active, diverse membership;
- ✓ To build meaningful connections between new and existing members.
- ✓ To empower all members to recruit new members;
- ✓ To identify and articulate what users value need as members;
- ✓ To increase networking opportunities for members and prospective members;
- ✓ To identify and recruit regional representatives as volunteers;
- ✓ To investigate membership management software.



# Continuing Development Program

- ✓ To support and provide professional and leadership development opportunities;
- ✓ To educate membership on the necessity of developing personal relationships with decision makers;
- ✓ Continue to support and further professional interests of the membership through the annual conference and other programs, activities, and services, including new forms of communication and increased online courses for professional development;
- ✓ To collaborate with other institutions and associations to expand professional development opportunities;
- ✓ To create mentoring programs for library school students and new members.

# Collaborations & Partnerships

- ✓ To forge new relationships and strengthen existing ones to benefit libraries and the people they serve;
- ✓ To build and maintain linkages with other relevant professional associations;
- ✓ To build relationships with governmental institutions to collaborate on activities and provide more leverage;
- ✓ To identify and collaborate with organizations that complement library services for mutual benefit;
- ✓ To develop partnerships to leverage resources, increase visibility, and maximize influence.

# Communication

- ✓ To use various communication channels to promote and support library issues and interests;
- ✓ To enhance and expand communication to members and potential members;
- ✓ To develop dynamic web presence;
- ✓ To revive the LLA newsletter;
- ✓ To establish membership e-mail list;
- ✓ To establish the presence of LLA of social networking tools and aggressively promote these tools to the membership.

# Public Relations

- ✓ To improve the visibility of and support for LLA and libraries;
- ✓ To develop a marketing plan to effectively promote LLA and the profession;
- ✓ To create and market a brand identity for LLA;
- ✓ To publish material such as brochures and pamphlets for awareness and networking;
- ✓ To develop a campaign that will raise awareness of the value of and promote libraries, librarians and LLA;
- ✓ To strengthen efforts to enhance funding for LLA.

# Finances

- ✓ To develop and maintain the funding necessary to accomplish its goals and implement its mission;
- ✓ To establish comprehensive financial policy and procedures to ensure fiscal accountability and transparency;
- ✓ To develop comprehensive financial reporting and implement an accounting software;
- ✓ To create clear reports as needed for the association and its subgroups;
- ✓ To revise membership dues structure.

# Organizational Effectiveness

- ✓ To adopt a structure to support the Mission, Vision, Goals, and activities of the organization;
- ✓ To develop structure so organizational funds will flow in an understandable and fiscally responsible manner;
- ✓ To draft policies and procedures to clarify and simplify the communication flow;
- ✓ To create new task forces
- ✓ To develop and implement a volunteer recruitment to support committees and task forces.

# Review Process

- **LLA Board will review the Strategic Plan annually and make any necessary revisions;**
- **The Board will provide members with the final draft of the Plan;**
- **The Board will keep members informed on the completion of the strategic goals outlined in the plan at the Annual General Meeting;**
- **A long term plan should be drafted to insure the sustainability and continuity of the Association;**
- **Towards the end of the life span of this Strategic Plan (2013-2015), another short-term plan will be drafted.**

# Conclusion

- ❑ **The strength and continuity comes from its members, their ambition and dedication;**
- ❑ **This LLA has in abundance in its current members and was witnessed in potential new members (the so-called upcoming generation);**
- ❑ **One hand cannot clap on its own: call for volunteers;**
- ❑ **The Board cannot do everything;**
- ❑ **Member and volunteers are major players;**
- ❑ **Play a role in accomplishing our goals and plans.**