



## Pittsburgh Chapter, Special Libraries Association: Strategic Plan - 2018

### VISION

The Pittsburgh Chapter, Special Libraries Association is the local organization for innovative information professionals and their strategic partners.

**Board Responsibility for Vision:** The Board will reaffirm or revise the vision every five years at the opening board meeting [2019 is the next reaffirmation/revision].

### MISSION

The Pittsburgh Chapter of the Special Libraries Association offers professional development opportunities, enables members to add value to their organizations, advocates and promotes the role of the information professional in the community, and facilitates a network of communication between the association, chapter members, and strategic partners.

**Board Responsibility for Mission:** The Board will reaffirm or revise the mission each year at the opening board meeting.

### STRATEGIES AND PRIORITIES FOR 2018 for the term of President Ryan Splenda

- Provide channels for effective communication among members
  - Utilize SLA Connect (Post additional content bi-weekly to spur discussion among group members).
  - Utilize SLA Pittsburgh Chapter website.
  - Utilize social media outlets: Twitter & Facebook.
  
- Retain current members and increase membership through active engagement
  - Hold, at minimum, one webinar/virtual program in 2018 to reach members that cannot make meetings in person.
  - Board to reach out to potential, current, and former members formally and informally at least once during the year utilizing the SLA Membership Toolkit and other methods.
  - Use various technologies to allow for remote attendance at board meetings for Pittsburgh members' benefit (long-term goal), and to increase transparency.
  
- Increase Chapter and Association visibility
  - Co-host, at minimum, one event in 2018 with another SLA Chapter (in the works).
  
- Develop future information leaders
  - Offer Promising Professional Award in 2018 to enable emerging professionals to travel to either SLA Leadership Summit or SLA Annual.
  - Engage with students in graduate programs, primarily at the University of Pittsburgh through programming (program in March & November) and other means. Work with SLA HQ to identify and engage students in both brick-and-mortar and online programs.

**Board Responsibility for Strategies:** The Board will reaffirm or revise strategies each year at the opening board meeting.

**Board Responsibility for Priorities:** The president will determine priorities, reflecting the strategies, each year by the opening board meeting. The president will direct the appropriate board members or committee chairs to develop tactics to accomplish these priorities.

**Board Responsibility for Strategic Plan:** This strategic plan will guide the Board and committee chairs in deciding allocation of Chapter resources, program planning, and directing the energies of officers, committees and members. The plan is concise and

modular. It is concise so that its content is immediately accessible and understandable. It is modular so that sections of the plan are reaffirmable or revisable at regular intervals, which are specified in the plan. The Board is responsible to ensure that Chapter efforts are consistent with the plan, or that any inconsistencies are remedied by appropriate revision of the plan.