

**ABPNB / APLNB**

**Strategic  
Plan  
Stratégique**

**2010-2012**

*Version October 2011*

## Introduction

The APLNB was created in the beginning of 1990s by the efforts of a few visionaries, who saw the need “to share information, resources, professional development, lobbying, etc.; to work together to improve the visibility and the status of libraries and librarians in this province” (*from the memo, sent to many librarians in the province in June 1991*). During its years of existence, many important events and actions took place (see the Annex A). The times have changed, new information technologies brought exciting new possibilities of networking and of doing business, a new generation of librarians came to the workplace... The time has come for the APLNB to rethink its vision for the future, its mission (raison d’être), its underlying values. A process known as “visioning exercise” began in Spring 2009, when the Association members gathered to discuss the past, the present and most importantly the future of the Association. At that time 10 Vision Statements were formulated by the assembly. The more specific Action plan based on the recommendation of the membership and the Vision statements, was developed by the Board of Directors of the APLNB in the following months. Simultaneously, some concrete actions were being implemented. We are honoured and excited to present the APLNB Strategic / Action Plan. We hope it provides a clear, common picture of our desired future and the direction for the action to be taken in order for us to achieve it.

### Top Ten Vision Statements

1. Government officials consulting the Association before making decisions
2. Raise level of awareness of role of libraries (advocacy)
3. Association recognized as provincial voice for the media / the public on libraries / librarians
4. Strong leadership
5. Training and mentorship program
6. Closely aligned with CLA and APLA (communication; work together)
7. More organized (especially on virtual)
8. Membership has increased
9. Association more inclusive
10. Desirable career choice for youth

## Definition of Success

Top Ten Vision Statements	Definition of success
1. Government officials consulting the Association before decisions	The Association is invited to participate in decisions (ex. Issues on school libraries)
2. Raise level of awareness of role of libraries (advocacy)	There is no need to ask "Why do we need librarians?"
3. Association recognized as provincial voice for the media / the public on libraries / librarians	The Association has a well-established plan, is more organized and the executive committee is stable
4. Strong leadership	Need election (=more candidates than positions), events, lobbying, partnership
5. Training and mentorship programs	There is a mentor for every new member
6. Closely aligned with CLA and APLA (communication; work together)	There are joint events with partners and the participation is visible
7. More organized (especially on virtual)	Update, more information and content
8. Membership has increased	Go from 60% to 80% of librarians in the province
9. Association more inclusive	Wider invitation to library community
10. Desirable career choice for youth	Large numbers of surveyed youth think that librarianship is a desirable career choice

These Vision Statements can be regrouped into three main areas

- I. **External influence (public / advocacy):** To position ourselves as an expert voice on library-related matters (##1, 2, 3)
- II. **Internal organization:** To be an active, strong association representing all librarians of New Brunswick; virtual presence and activities for the membership (##4, 5, 7, 8, 9)
- III. **Professional partnerships and collaborations:** To create professional partnerships and collaborations within the profession, as well as with the connected areas, i.e. education, literacy etc. (##5, 6, 10)

## The Three-year Plan (2009-2012)

### 1. Year 2009-2010

In the first year of the implementation of the Strategic Plan (2009-2010), we will be concentrating on selected Vision Statements to be translated into a concrete **Action Plan**.

Selected vision statements	Action	In charge	Deadline	Done	Notes
2. Raise level of awareness of role of libraries (advocacy)	2.1 Organize a committee on literacy	V. Volkanova	<i>No deadline defined</i>		M'hamed Belkhodja has volunteered to be on it
3. Association recognized as provincial voice for the media / the public on libraries / librarians	3.1 Research on how to do a communication plan / Prepare a communication plan	M. Sinclair	December 2009	√	The Communication Plan is in its final draft (to be presented at the AGM 2010)
	3.2 See if other associations/groups have a communication plan	A. Vietinghoff	January 2010	√	Included in the chart on the Associations
6. Closely aligned with CLA and APLA (communication; work together)	6.1 Organize a table at APLA 2010 Conference.	V. Volkanova	Spring 2010	√	
	6.2 Inquire about the collaboration with The Partnership.	S. Gladwell	Fall 2010		
	6.3 Joint membership with APLA	V. Volkanova	April 2010	√	Ratified by APLA AGM (May 2010), to be ratified by APLNB AGM (Oct 2010)
7. More organized (especially on virtual).	7.1. Contact NALD (National Adult Literacy Database) in order to obtain information about Web hosting & design	V. Volkanova / J. Maddix	December 2009	√	NALD is not able to provide these services

	7.2. Produce a draft of survey in order to ask member about website improvement	F. Smyth / H. Alvarez	January 2010	√	To be included in the general survey (Fall 2010), as per the recommendation of the Communication Plan
8. Membership has increased.	8.1. Organize a regional social event in Edmundston	L. Kinnear / F. Smyth	Spring 2010	√	Tried twice, had to be cancelled due to the lack of participation – to be discussed
	8.2. Ask members about their field(s) of expertise	C. MacDonald	<i>No deadline defined</i>	√	Is included in the membership form
	8.3. Review positions descriptions	J. Maddix / S. Gladwell	July 2010	√	
	8.4 Also see 7.2 (survey)				

### **Summary of the first year (2009-2010)**

- Joint membership with APLA (to be ratified at our AGM 2010)
- President’s Reception (Strawberries & Chocolate) organized at the APLA 2010 Conference
- Brief analysis of other provincial associations (to serve as a reference for services / benefits to the members / activities; to facilitate possible collaborations)
- Two attempts to organize a regional social event (Edmundston region)
- Updated membership form (online / PayPal / new section added)
- Communication plan (to be approved by the AGM)
- Strategic plan partially finalized (to be continued by the new Board)
- A Survey of the NB librarians prepared (to be launched in the fall 2010)

### **Feedback from the membership / non-members**

## 2. Year 2010-2011: Action Plan

Selected vision statements	Action	In charge	Deadline	Done	Notes
1. Government officials consulting APLNB	1.1 Bill C-32, Copyright Modernisation Act – to send letter(s)				
3. APLNB recognized as provincial voice for media /public on libraries/librarians	3.1 Communication plan => Ad Hoc committee (eventually Standing com.). Actions implemented for Statement 1.	Héctor			
	3.2 Website: create Task Force	Allen, Cathy and Victoria			The migration to the new CMS has started.
	3.3 New logo (update image of APLNB)				
4. Strong leadership	4.1 Start planning for the APLNB 20 <sup>th</sup> Anniversary (year 2012)	Ivan, Jeanne	ongoing		
5. Training and mentorship programs	5.1 Learning experience for new librarians on the Board and on committees	ALL	ongoing		
6. Professional partnerships	6.1 APLA - Joint membership (finalize)	Cathy / Tiffany	January 2011	√	
	6.2 MHLA (Maritime Health Library Ass.) - establish contact, possibly	M'hamed, Jeanne	ongoing	√	Conference 2011,joint

	plan events together				
	6.3 N. Frye Literary Festival 2011 (organize / sponsor an activity)	Jeanne /M'hamed	April 2011	√	
	6.4 PEIPLA - establish contact, invite to events	Jeanne		√	
	6.5 Establish contact with other associations (see comp. analysis doc)	Jeanne	ongoing		
7. More organized (esp. on virtual)	7.1 Revise the Event planning manual	Victoria	February 2011	√	
	7.2 Organize digital files (archives)	Hector	June 2011	√	
	7.3 Revise Award / Grant procedures	Victoria	March 2011		To discuss with the BD
	7.4 Streamline the processing of Membership applications	Cathy/Tiffany	February 2011	√	
	7.5 Streamline communications within the Board vs the Executive	Jeanne	ongoing		
8. Membership has increased	8.1 Send out a survey to all NB Librarians (in three groups)and compile results	Hector / Jeanne	Jan-Feb 2011	√	
	8.2 Welcome kit to new librarians (see also Communication Plan)	Jeanne / Cathy			
	8.3 Do social events (explore different models)		ongoing		
	8.4 Promote joint APLA membership	Cathy/Jeanne	March 2011	√	
	8.5 Recruit / involve members	ALL		√	According to interests

## **Summary of the second year (2010-2011)**

- Joint membership with APLA finalized and publicized
- Updated renewal forms and sent renewal letter regularly
- Three surveys to all librarians of N.B.
- Compilation of surveys and action taken from suggestions: Directory no longer printed and will be an on-line version in members-only section of our Website
- Professional Partnerships and Collaborations: established partnership with Frye Festival, joint conference with MHLA and invitation to PEIPLA to participate in same conference
- Website: creation of a bilingual CMS site to be launched in 2012
- Update of the Event Planning Manual

### **Feedback from the membership / non-members**

**3. Year 2011-2012 (to be completed by the Board 2011-2012)**

<b>Selected vision statements</b>	<b>Action</b>	<b>In charge</b>	<b>Deadline</b>	<b>Done</b>	<b>Notes</b>

**Summary of the third year (2011-2012)**

**Feedback from the membership / non-members**

## **ANNEX A**

### **Timeline of the important events in the history of our association**

1992:

- (October) Meeting to discuss the establishment of the association in Fredericton.
- Official incorporation of the association

1993:

- 1<sup>st</sup> AGM in Fredericton

1994:

- Writing By-Laws approved (September 30); amended (October 3<sup>rd</sup>, 1997, and September 30<sup>th</sup>, 2000)

1994:

- 1<sup>st</sup> Spring event in Fredericton
- AGM and Conference in Moncton ("Librarianship in the 21<sup>st</sup> Century")

1995:

- AGM and Conference in Miramichi ("In search of allies")

1996:

- AGM and Conference in Edmundston ("Partnering and sponsorship")

1997:

- Spring Session on accessible libraries in Fredericton and Moncton

1998:

- AGM and Conference in Fredericton

1999:

- 7<sup>th</sup> AGM in Cap-Pelé (in a cottage close to the ocean). Some suggestions adopted:
  - To open our conferences to a wider public, when possible.
  - To distribute Biblionet by e-mail to those who have access

2000:

- 8<sup>th</sup> AGM in Campbellton:
  - The Hackmatack committee and the APLNB Recognition Award were created.
  - Library Assistant Program project (meeting with the advisory committee)
- Spring event at Saint-Andrews

2001:

- APLNB first Recognition Award (Boiestown Community School Library Project)
- 2002:
- 10<sup>th</sup> AGM (anniversary) in Saint-John: "one of the best in recent memory. Thanks to the creativity of its Organizing Committee, the social events and the continuing education program were superb. The conference theme, Mentoring: Window of our Profession, presented a challenging topic for both veteran and newer librarians"
- 2003:
- Motion: "that APLNB membership agree to let the APLNB Executive proceed with drafting a private Act [...] with the goal of making the Association the regulatory body for the profession in NB. [...] The private act defines who could work as a professional librarian, not where they worked, who they worked for or under which conditions" (from the Report to the Membership, September 30, 2005)
- 2004:
- (Spring) APLNB sponsors a session at APLA in Moncton
- 2005:
- 13<sup>th</sup> AGM: APLNB Private Bill Survey was sent out in January. "As a result of the survey's outcome, APLNB's Board has decided not to continue with the process of procuring a private act at this time" (from the Report to the Membership, September 30, 2005)
- 2006:
- APLNB sponsors a session at APLA in Fredericton
  - AGM in Saint-John w/ Roch Carrier
- 2007:
- AGM and Annual Conference in Fredericton
- 2008:
- AGM and Annual Conference in Moncton
- 2009:
- Electronic version of the Biblionet
  - NB School libraries
  - Visioning Exercise (Spring Event in Fredericton, continued at the Annual Conference in Saint-John)
- 2010:
- Communication Plan (in the works)
  - Strategic Plan
  - AGM and Annual Conference in Fredericton

2011:

- Survey of all librarians in N.B.
- Brains on Tap at Frye Festival
- Joint membership with APLA and Paypal option finalized
- Spring event in Miramichi and AGM & Conference in Moncton