

2014-15 Strategic Plan

approved by NJASL Board of Trustees on 8/6/2014

MISSION

The New Jersey Association of School Librarians advocates for high standards for school librarianship and school library media programs in the public, private and parochial schools in New Jersey. NJASL's mission is to ensure that students and staff become critical thinkers, effective and ethical users and producers of information in support of the NJ State Core Content Curriculum Standards, Common Core State Standards Initiative, and American Association of School Librarians (AASL) Standards for the 21st Century Learner. The Association fosters excellence in the school library media program by providing school library media specialists with educational opportunities and current information.

VISION

Every student in every school in New Jersey is served by a certified full-time School Library Media Specialist. All students are empowered to achieve college and career readiness through active, collaborative library programs guided by credentialed School Library Media Specialists who are recognized as educational leaders and indispensable resources in their school communities.

GUIDING PRINCIPLES

1. Reading is essential for lifelong learning.
2. Individuals have a right to access ideas and information.
3. NJASL is committed to excellence in school library media programs.
4. Teaching students how to learn from information in a variety of formats and platforms is the central role of school library media specialists.
5. All students, regardless of community demographics, achieve greater academic success when effective school library media programs are integrated into their learning.
6. Effective school library media programs are competently staffed by credentialed School Library Media Specialists, readily accessible, and adequately funded.
7. Collaboration with teachers, administrators, parents, legislators, affiliate organizations, and peers is essential to the effectiveness of school library media programs and to the overall success of students' educational goals.
8. Continuing professional development is essential to the effectiveness of school librarians, as it is for all professionals.
9. Membership in NJASL is an essential component of every school librarian's continuing professional practice.
10. NJASL welcomes the membership of all staff functioning in school libraries, as well as others interested in excellence in school librarianship.
11. NJASL is committed to diversity in the profession and in the organization.
12. NJASL values transparency in its relationships with members; we foster open discussion and active participation among our members.

STRATEGIC PRIORITIES

1. Member Participation

Engage School Library Media Specialists throughout the state of NJ to encourage participation, increase involvement, and attract new talent to revitalize the organization.

GOAL: To cultivate new members and strengthen relationships with existing members thus strengthening the organization.

ACTION ITEMS:

- Get data and contact information on all SLMSs in NJ to facilitate direct communication.
- Strengthen mentorship from NJASL to new school librarians.
- Develop and promote resources and programs that provide value to NJASL membership.
- Recognize and celebrate the 100th anniversary of the beginning of the New Jersey Association of School Librarians (March 13, 2015).

2. Internal and External Communication

Draw on the collective intelligence of our members and maintain historical continuity to continue to improve the Association's integrity.

GOAL: To better address the needs of our members by better communicating what we do and by demonstrating the benefits of NJASL membership to increase engagement by our membership.

ACTION ITEMS:

- Review and update NJASL committee profiles and specify the approximate amount of time required of committee members and which committee responsibilities can be handled virtually.
- Review and promote a message brand/tagline to keep NJASL and School Library Media Specialists and their programs visible to our stakeholders at all times.
- Develop a greater presence in the media, newspapers, TV, radio, Internet and social media.
- Continue/improve coordination among committees and from committees to membership.

3. Professional Development, SGOs and Evaluations -

The Association fosters excellence among school library media specialists by providing educational opportunities and current information.

GOAL: Participate in and model exemplary resources in support of local, state and national educational initiatives.

ACTION ITEMS:

- Gather sample school library media specialist evaluation rubrics and student growth objectives and post these examples to the NJASL website.
- Connect with other organizations to provide webinars.
- Continue working with DOE on evaluations of school library media programs' impact on students and school communities and on SLMS SGOs/evaluations.

4. Outreach to Decision-Makers, Professional Partnerships, and NJASL County Affiliates- Advocating for the integral role of the SLMS in tech integration and information literacy skills for student success and school staff.

GOAL- To advocate with policymakers, education organizations, and other stakeholders to promote the value of every school having a credentialed School Library Media Specialist to deliver effective school library media programs

ACTION ITEMS:

- Establish better connections with universities and graduates to help develop leadership training for our members and to promote NJASL to their communities.
- Increase school/public/academic library cross-collaboration opportunities that support student learning.
- Protect jobs by communicating value to decision-makers: Boards of Ed., PTO/PTA, Superintendents & Principal Associations, and Ed Tech Associations.
- Working with NJEA, NJLA and other library advocacy associations to ensure that SLMSs are included in their advocacy.
- Identify and advocate for urban, under-funded and under-staffed school libraries.
- Redefine and develop NJASL's County Affiliate program.