

Suffolk County Library Association  
Goals and Objectives  
2016 - 2020

Goal #1: SCLA will become self-sustaining by achieving a positive rate of membership growth.

Objective 1: Increase current membership numbers.

Objective 2: Identify membership trends.

Objective 3: Set membership goals based on past and current membership numbers, potential membership, and membership trends.

Objective 4: Improve services to members.

Objective 5: Evaluate association costs and implement a plan for expense management.

Goal #2: Develop programming goals to best provide educational value and enhance professional development for members.

Objective 1: Communicate values of NYLA/SCLA membership to potential members.

Objective 2: Encourage increased participation in organization activities for library certification and personal career growth.

Objective 3: Encourage cooperation and communication between divisions of the organization.

Objective 4: Collaborate with association divisions and other library organizations to offer more innovative programming to meet changing trends in libraries.

Goal #3: Develop SCLA offerings to best serve particular demographic goals.

Objective 1: Evaluate programming and committee values according to membership demographics served.

Objective 2: Increase outreach to library school students and partner with other library organizations to serve targeted demographics.

Objective 3: Expand SCLA organizational reach to encompass potential new association divisions.

Goal #4: Provide easy access to association information.

Objective 1: Keep members informed of association current issues and events.

Objective 2: Provide SCLA organizational information in print and online for existing and potential members.

Objective 3: Communicate regularly with members and potential members through the use of electronic, print, and social media.

Objective 4: Have literature denoting a clear organization structure for potential members.

Objective 5: Have streamlined access to demographic information of membership.

Goal #5: Define SCLA's role as "Regional Chapter" of NYLA

Objective 1: Nurture the development of future SCLA leaders.

Objective 2: Provide a positive influence on the public perception of NYLA SCLA.

Objective 3: Strengthen our partnership with NYLA and other New York non-profit organizations through collaborative initiatives.

Objective 4: Provide a clear benefits package for active SCLA members.

Objective 5: Foster increased connections with regional library schools.

Goal #6: Advocate for the value of libraries and library staff.

Objective 1: Devise tools to encourage active involvement of members in association activities.

Objective 2: Promote the benefits of joint NYLA/SCLA membership.

Objective 3: Design a marketing campaign to promote the importance of libraries to government officials.

Objective 4: Encourage professional success of members through continued skills trainings and educational seminars.