

Pennsylvania School Librarian Strategic Plan 2006-2011

Goal 1: Advocacy

Objective: Generate administrative support for school library programs to demonstrate the value for student learning

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Provide professional tools and studies to help school librarians participate in school district strategic planning	2006 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair 	<ul style="list-style-type: none"> • Existing research • Publications • Background on the value of strategic planning 	<ul style="list-style-type: none"> • School librarians participate in school district strategic planning • Building leadership skills 	<ul style="list-style-type: none"> • Statistical analysis of the involvement of school librarians in the strategic planning process
2. Promote the use of "How Good Is Good?"	2006	<ul style="list-style-type: none"> • Professional Development Chair • Regional Coordinators Chair • Editor of Learning & Media 	<ul style="list-style-type: none"> • Authors of articles 	<ul style="list-style-type: none"> • Published competencies of professional school librarians 	<ul style="list-style-type: none"> • Session evaluations
3. Write articles for administrator professional journals	2006 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair • Editor of Learning & Media 	<ul style="list-style-type: none"> • Authors of articles 	<ul style="list-style-type: none"> • Visibility of the school library media program and librarian in the greater educational community 	<ul style="list-style-type: none"> • Number of articles published
4. Present "How Good Is Good?" at administrator conferences	2007 - 2008	<ul style="list-style-type: none"> • Professional Standards Chair 	<ul style="list-style-type: none"> • Trained presenters of "How Good Is Good?" • Manuals 	<ul style="list-style-type: none"> • Articulate competencies of the school librarian 	<ul style="list-style-type: none"> • Usage of the PSLA Companion to PDE 428 in evaluating school librarians
5. Promote findings of studies showing the impact of school administrator support on school library media programs	2008 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair 	<ul style="list-style-type: none"> • Commonwealth Libraries • Existing studies 	<ul style="list-style-type: none"> • Show that school administrator support has an impact on the quality of school library media programs 	<ul style="list-style-type: none"> • More expressed support of school library media programs by school administrators

Goal 1: Advocacy

Objective: Establish a state-wide program for student teachers with information about modern school library media programs

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Promote a PSLA approved presentation for librarians to educate teachers	2007 - 2011	<ul style="list-style-type: none"> • Curriculum Chair • Library Promotion Chair • Students Chair 	<ul style="list-style-type: none"> • Identify existing resources 	<ul style="list-style-type: none"> • More confident practitioners • Consistency in message 	<ul style="list-style-type: none"> • Session evaluations
2. Design a publication for student teachers and interns providing information on library-related websites/links	2008	<ul style="list-style-type: none"> • Curriculum Chair • Library Promotion Chair • Student Chair 	<ul style="list-style-type: none"> • Electronic publishing program 	<ul style="list-style-type: none"> • Greater use of the school library media program by student teachers and eventually professional teachers 	<ul style="list-style-type: none"> • Increased use of library resources by classes taught by student teachers
3. Illustrate effective school library media practices for student teacher supervisors at schools of education	2009 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair • Professional Development Chair 	<ul style="list-style-type: none"> • Identify existing resources • Promote a presentation 	<ul style="list-style-type: none"> • Include usage of the school library media center into the education curriculum of perspective teachers 	<ul style="list-style-type: none"> • Exit survey of students in education programs within PA

Goal 1: Advocacy

Objective: Build positive relationships with legislators about school library media programs

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Participate in collaboration with ALA and PaLA legislative initiatives	2006 - 2011	<ul style="list-style-type: none"> • Legislation Chair 	<ul style="list-style-type: none"> • Person who has flexible time 	<ul style="list-style-type: none"> • Legislative savvy school librarians • Library programs are better funded and supported 	<ul style="list-style-type: none"> • Visits to interact with legislators will increase • Communication with legislators will increase
2. Promote legislative contacts	2007 - 2011	<ul style="list-style-type: none"> • Legislation Chair 	<ul style="list-style-type: none"> • Travel budget • Presentation materials • ALA legislative resources 	<ul style="list-style-type: none"> • Legislative savvy school librarians • Library programs are better funded and supported 	<ul style="list-style-type: none"> • Visits to interact with legislators will increase • Communication with legislators will increase
3. Conduct legislative advocacy workshops for school librarians	2008 - 2011	<ul style="list-style-type: none"> • Legislation Chair • Professional Development Chair 	<ul style="list-style-type: none"> • Trainers • Presentation materials 	<ul style="list-style-type: none"> • Librarians become effective advocates • Library programs are better funded and supported 	<ul style="list-style-type: none"> • 30% of the membership will attend the workshops • Visits to interact with legislators will increase • Communication with legislators will increase

Goal 2: Communication

Objective: Facilitate a timely communication system to support PSLA members

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Update the website to accommodate the information needs and products of each PSLA committee	2006 - 2011	<ul style="list-style-type: none"> • Electronic Communications Chair • All Committee Chairs • PSLA Board of Directors 	<ul style="list-style-type: none"> • Committee Contribution • Board of Director proceedings 	<ul style="list-style-type: none"> • More effective access to information by all those using the website 	<ul style="list-style-type: none"> • Visual assessment by each committee chair • Feedback from webpage users
2. Expand news alerts	2006 - 2011	<ul style="list-style-type: none"> • President • Regional Coordinators Chair 	<ul style="list-style-type: none"> • PDE • Committee Chairs 	<ul style="list-style-type: none"> • Timely information on issues of great importance to school librarians 	<ul style="list-style-type: none"> • Feedback from the membership
3. Incorporate information and links from PDE, library and education associations or institutions and other library related information	2007 - 2011	<ul style="list-style-type: none"> • Electronic Communications Chair • Curriculum Chair • Professional Standards Chair • Technology Chair 	<ul style="list-style-type: none"> • AASL, ALA, PDE, and other educational association websites 	<ul style="list-style-type: none"> • More efficient access to information for school librarians 	<ul style="list-style-type: none"> • The number of hits on our website
4. Explore submitting database changes through a form (Interactive)	2007	<ul style="list-style-type: none"> • Electronic Communications Chair • Technology Chair • Membership Chair • Treasurer 	<ul style="list-style-type: none"> • Interactive models 	<ul style="list-style-type: none"> • Quicker and more efficient submission and use of data 	<ul style="list-style-type: none"> • Feedback of database users
5. Provide alternative delivery of conference content (podcasts, video, handouts)	2009 - 2011	<ul style="list-style-type: none"> • Electronic Communications Chair • Technology Chair • Editor of Learning and Media • Conference Chair 	<ul style="list-style-type: none"> • Models of delivery vehicles used by national technology associations (ISTE) 	<ul style="list-style-type: none"> • More efficient and effective communication • Learning opportunities which are timely and efficient 	<ul style="list-style-type: none"> • Feedback of the membership • Random surveys
6. Obtain evaluative feedback from the overall membership through an electronic	2010	<ul style="list-style-type: none"> • President • Board of Directors • Technology Chair 	<ul style="list-style-type: none"> • An electronic delivery system • Budget 	<ul style="list-style-type: none"> • Collecting evaluative feedback from the membership in a proactive and positive manner 	<ul style="list-style-type: none"> • A survey using the system • Feedback from the membership

<p>delivery system</p> <p>7. Provide alternative delivery of all communication content (podcasts, video, streaming video, blogs, wikis, etc.)</p>	<p>2010 - 2011</p>	<ul style="list-style-type: none"> • Electronic Communications Chair • Technology Chair • Membership Chair 	<ul style="list-style-type: none"> • Models of delivery vehicles used by national technology associations (ISTE) 	<ul style="list-style-type: none"> • More efficient and effective communication • Learning opportunities which are timely and efficient 	<ul style="list-style-type: none"> • Feedback of the membership • Random surveys
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Goal 2: Communication

Objective: Develop the expertise and effective content to communicate one-on-one with administrators, teachers, and students

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Promote the inclusion of library media programs in the teacher induction program	2007 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair 	<ul style="list-style-type: none"> • Publication vehicle 	<ul style="list-style-type: none"> • Infusion of the school library media program in inducting new professional teachers 	<ul style="list-style-type: none"> • List of the induction programs using the publications
2. Publish best practices in collaboration	2008 - 2011	<ul style="list-style-type: none"> • Curriculum Chair • Editor of Learning and Media • Electronic Communications Chair 	<ul style="list-style-type: none"> • Publication vehicle 	<ul style="list-style-type: none"> • School librarians will become better collaborators 	<ul style="list-style-type: none"> • Feedback by school librarians on the publication
3. Model ways and/or provide tools for open communication with administrators	2009 - 2011	<ul style="list-style-type: none"> • Professional Development Chair 	<ul style="list-style-type: none"> • Workshops 	<ul style="list-style-type: none"> • Greater confidence and effectiveness of school librarians in communicating with administrators 	<ul style="list-style-type: none"> • Workshop evaluations

Goal 2: Communication

Objective: Strengthen our communications with library certification programs, administration programs, and educational associations and share information about library media programs and their value

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Strengthen our communications with library certification programs, administration programs, and educational associations and share information about library media programs and their value	2006 - 2011	<ul style="list-style-type: none">• Professional Standards Chair• Electronic Communications Chair• Library Promotion Chair	<ul style="list-style-type: none">• Contact persons for all organization• Lists of possible sharing opportunities	<ul style="list-style-type: none">• Collaboration among all educational and library organizations• Greater access to all those who are stakeholders in quality library media programs	<ul style="list-style-type: none">• Lists of procedures for disseminating information• Lists of experiences where information was shared

Goal 3: Organization

Objective: Increase the leadership involvement of members to achieve a balance in representation

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Analyze the membership records to determine future leaders	2006 - 2011	<ul style="list-style-type: none"> • President • Board of Directors • Membership Chair 	<ul style="list-style-type: none"> • Membership Database • Recommendations from the PSLA leadership 	<ul style="list-style-type: none"> • Lists of potential PSLA leaders 	<ul style="list-style-type: none"> • The ability to use the contact information to invite participation
2. Solicit new members who would add to the diversity of the organization	2006 - 2011	<ul style="list-style-type: none"> • President • Board of Directors • Membership Chair 	<ul style="list-style-type: none"> • Lists of potential leaders 	<ul style="list-style-type: none"> • Greater diversity in PSLA leaders • Greater ownership of PSLA by members • Greater diversity in ideas and actions 	<ul style="list-style-type: none"> • Analysis of statistical data to ascertain balance
3. Target recent graduates as future leaders of the organization	2006 - 2011	<ul style="list-style-type: none"> • President • Board of Directors • Professional Standards Chair • Students Chair 	<ul style="list-style-type: none"> • Lists of recent graduates from school library training institutions • Recommendations from faculty of school library training institutions 	<ul style="list-style-type: none"> • Greater diversity in PSLA leaders • Greater ownership of PSLA by members • Greater diversity in ideas and actions 	<ul style="list-style-type: none"> • Analysis of statistical data to ascertain balance

Goal 3: Organization

Objective: Develop and implement the most effective operational system for the organization using the latest information technology

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Evaluate current and emerging information technology to determine its effectiveness within the organization	2007 - 2011	<ul style="list-style-type: none">• Technology Chair• Board of Directors• Electronic Communications Chair	<ul style="list-style-type: none">• Technology savvy users who know “cutting edge” technology	<ul style="list-style-type: none">• Greater organizational efficiency and effectiveness	<ul style="list-style-type: none">• Responsiveness of operational system to our needs
2. Update the technology through budgetary planning	2008 - 2011	<ul style="list-style-type: none">• All Committee Chairs	<ul style="list-style-type: none">• Acquisition of new technology	<ul style="list-style-type: none">• Greater efficiency of service to the membership and school library media programs	<ul style="list-style-type: none">• Evaluation by Board of Directors• Survey of membership

Goal 3: Organization

Objective: Develop and implement the most effective communication system for the organization using the latest information technology

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Evaluate current and emerging information technology to maximize communication throughout the organization	2007 - 2011	<ul style="list-style-type: none"> • Editor of Learning and Media • All Committee Chairs 	<ul style="list-style-type: none"> • Models of other professional organizations 	<ul style="list-style-type: none"> • Better communication throughout the organization 	<ul style="list-style-type: none"> • Evaluation by the Board of Directors • Random survey of the membership
2. Update the technology through budgetary planning	2008 - 2011	<ul style="list-style-type: none"> • Technology Chair • Electronic Communications Chair 	<ul style="list-style-type: none"> • Acquisition of new technology 	<ul style="list-style-type: none"> • Greater efficiency to service the membership and school library media programs 	<ul style="list-style-type: none"> • Evaluation by Board of Directors • Survey of membership

Goal 4: Professional Development

Objective: Provide professional development opportunities for school librarians to develop and promote their teaching of 21st century information literacy skills

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Become a clearinghouse for the information literacy models, and provide opportunities for school librarians to select the most effective model to adopt and teach	2006 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair 	<ul style="list-style-type: none"> • Identify existing research • Publications 	<ul style="list-style-type: none"> • School librarians will use available information literacy models 	<ul style="list-style-type: none"> • Easy access to all information literacy models
2. Publicize / advertise on PSLA Website, Listserv, mass e-mailing	2006 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair • Professional Development Chair • Editor of Learning & Media • Regional Coordinators Chair • Electronic Communications Chair 	<ul style="list-style-type: none"> • Learning & Media • PSLA Website • Listserv 	<ul style="list-style-type: none"> • Greater participation by school librarians in professional development opportunities 	<ul style="list-style-type: none"> • Statistics of participation in professional development opportunities
3. Prepare workshops to be delivered through a variety of methods, especially electronically	2006 - 2011	<ul style="list-style-type: none"> • Professional Development Chair • Electronic Communications Chair 	<ul style="list-style-type: none"> • Technological solutions • Authors of workshops 	<ul style="list-style-type: none"> • Increased professional competency and effectiveness of school librarians 	<ul style="list-style-type: none"> • Workshop session evaluations

Goal 4: Professional Development

Objective: Provide professional development opportunities for school librarians to instill the love of life-long reading within the school community

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Prepare workshops to be delivered through a variety of methods, especially electronically	2006 - 2011	<ul style="list-style-type: none"> • Professional Development Chair • Electronic Communications Chair 	<ul style="list-style-type: none"> • Technological solutions • Authors of workshops 	<ul style="list-style-type: none"> • Increased professional competency and effectiveness of school librarians in promoting reading in their schools • Schools of readers which are school librarian led 	<ul style="list-style-type: none"> • Workshop session evaluations • Testimonials from principals and PDE, and other educational leaders
2. Publicize / advertise on PSLA Website, Listserv, mass e-mailing	2006 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair • Professional Development Chair • Editor of Learning & Media • Regional Coordinators Chair • Electronic Communications Chair 	<ul style="list-style-type: none"> • New ideas for promoting reading 	<ul style="list-style-type: none"> • Greater use by school librarians of ways to promote reading 	<ul style="list-style-type: none"> • Case studies of model reading programs where the school librarian is the catalyst for reading

Goal 5: Professionalism

Objective: Refine strategies to recruit and retain professional school librarians

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Continue existing recruiting program such as “Me? A School Librarian” and student recognition awards	2006 - 2011	<ul style="list-style-type: none"> • Students Chair • Immediate Past President 	<ul style="list-style-type: none"> • Conference budget • Librarians promoting recruiting program 	<ul style="list-style-type: none"> • More high school graduates entering the school library field 	<ul style="list-style-type: none"> • Number of applicants for the contest will increase
2. Update certification information, links to library school websites, and links from other professional organization websites	2006 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair • Electronic Communications Chair • President • Library Promotion Chair 	<ul style="list-style-type: none"> • Contact person for library schools • Contact persons for related professional association websites 	<ul style="list-style-type: none"> • Librarians are better informed • Timely information 	<ul style="list-style-type: none"> • Track hits on the website
3. Promote recruiting resources	2007 - 2011	<ul style="list-style-type: none"> • Library Promotion Chair • Professional Development Chair 	<ul style="list-style-type: none"> • Electronic publishing program • High school guidance counselors 	<ul style="list-style-type: none"> • More visibility • More high school graduates entering the school library field 	<ul style="list-style-type: none"> • Increased number of new school librarians entering the field
4. Develop guidelines for mentoring school librarians	2007	<ul style="list-style-type: none"> • Professional Standards Chair 	<ul style="list-style-type: none"> • Existing research 	<ul style="list-style-type: none"> • More confident school librarians • Better prepared school librarians • More consistency 	<ul style="list-style-type: none"> • Feedback from new librarians
5. Implement a means to connect mentors and those being mentored through websites, regional coordinators, affiliates and retirees	2008 - 2011	<ul style="list-style-type: none"> • Regional Coordinators Chair 	<ul style="list-style-type: none"> • Identify mentors and those being mentored • Identify contact person 	<ul style="list-style-type: none"> • More confident school librarians • Better prepared school librarians • More consistency 	<ul style="list-style-type: none"> • Feedback from members of the program

Goal 5: Professionalism

Objective: Implement strategies that promote effective practices in school library media programs

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Use "How Good Is Good?" to identify required competencies and practices by school librarians	2007 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair 	<ul style="list-style-type: none"> • Manual "How Good Is Good?" 	<ul style="list-style-type: none"> • Articulate the competencies of school librarians 	<ul style="list-style-type: none"> • Usage of the PSLA Companion to PDE 428 in evaluating school librarians
2. Identify exemplary models showing the competencies in practice which are expressed in "How Good Is Good?"	2007 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair • Regional Coordinators Chair 	<ul style="list-style-type: none"> • Identify existing research • Identify existing programs • Publications 	<ul style="list-style-type: none"> • Visibility of the school library media program in the greater educational community 	<ul style="list-style-type: none"> • More support of school library media programs
3. Disseminate the examples of effective practices	2008 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair • Editor Learning & Media • Electronic Communications Chair 	<ul style="list-style-type: none"> • Authors of articles 	<ul style="list-style-type: none"> • Show the impact that a quality school library media program can have on the total education process 	<ul style="list-style-type: none"> • Testimonials from collaborative educators

Goal 5: Professionalism

Objective: Educate school library media specialists on the standards of professional integrity and services

Actions	Timelines	Responsibilities	Resources	Expected Outcomes	Documentation/ Evaluation
1. Promote the PSLA position and publicize future actions concerning certification through the Praxis test	2006 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair • Legislation Chair 	<ul style="list-style-type: none"> • Contacting legislators • Meetings with PDE certification • Collaboration with KSRA 	<ul style="list-style-type: none"> • School library certification only through certified educational institutions and not through Praxis exam 	<ul style="list-style-type: none"> • Praxis only certification is rescinded
2. Encourage personal professional development	2006 - 2011	<ul style="list-style-type: none"> • Professional Development Chair • Library Promotion Chair • Electronic Communications Chair • Technology Chair 	<ul style="list-style-type: none"> • Workshop presenters • Authors of articles 	<ul style="list-style-type: none"> • Increased professional competency and effectiveness of school librarians 	<ul style="list-style-type: none"> • Session evaluations • Testimonials
3. Use the PSLA Companion to PDE 428 as the statement of necessary competencies for all school librarians	2007 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair • Professional Development Chair 	<ul style="list-style-type: none"> • Workshop presenters • Authors of articles 	<ul style="list-style-type: none"> • Increased professionalism of school librarians • Higher quality of school library programs and services 	<ul style="list-style-type: none"> • Workshop session evaluations • Testimonials by students, teachers, and administrators
4. Provide training to further ethical practices by school librarians	2008 - 2011	<ul style="list-style-type: none"> • Professional Standards Chair • Professional Development Chair • Intellectual Freedom Chair 	<ul style="list-style-type: none"> • Workshop presenters • Authors of articles 	<ul style="list-style-type: none"> • Increased ethical practices by school librarians 	<ul style="list-style-type: none"> • Workshop session evaluations • Published examples of ethical use of information