

Michigan Association for Media in Education
Strategic Plan of Action

Purpose Statement:

The purpose of the Futures Strategic Plan of Action of The Michigan Association for Media in Education is to provide a planned, deliberate and sustained effort in support of the library media profession through:

advocating for the profession,
collaborating with multi-type educational organizations and agencies,
fostering leadership development to build leaders within the organization,
working with decision making bodies,
providing professional development opportunities, and
improving service to members.

Goal Area: Collaboration

Objective 1: Form and strengthen alliances with other professional library and education groups to exert influence and accomplish common goals

Task 1A: Work with multi-type library and other related educational groups
Strategies: Invite to our conferences, send copies of our newsletters and Media Spectrum to executive directors or presidents, do presentations at other conferences, share Information Power and Information Literacy Standards, MAME exhibits at other conferences.

Task 1B: Build upon existing relationships with MACUL and other organizations in order to establish a model for collaboration

Objective 2: Encourage colleges and universities to provide instruction in Information Literacy Standards to all teachers and administrators.

Task 2A: Make all teacher education institutions / deans in the state of Michigan aware of the Information Literacy Standards
Strategies: Write /send a letter to deans with summary of standards, encourage development of a model program at a university.

Objective 3: Identify sources of grant and alternative funding for collaboration with other agencies and learning communities

Task 3A: Submit a proposal to the Board to establish a grants committee

Task 3B: Develop written charges / responsibilities for the grants committee and chair, including but not limited to:

Strategies: Exploring and posting a list of grants for the Homepage, providing strategies and training for writing grants, establishing a MAME grant

Goal Area: Advocacy

Objective 1: Implement Information Power and Information Literacy Standards

Objective 2: Explore ways to promote school library media programs on state, regional and national levels

Task 2A: Promote MAME to be considered an "expert witness" to assist educational organizations in the process of writing state-mandated student tests

Task 2B: Encourage membership to support and get involved in national promotions, such as Reading Month

Task 2C: Establish and maintain a link from the ALA/AASL and AECT Homepages to the MAME Homepage

Task 2D: Promote MAME events to the wider educational community

Task 2E: Formulate and present to the North Central Accreditation Agency a proposal on standards for quality library media programs

Objective 3: Assure that there is an advocacy presentation available for MAME use

Task 3A: Collaborate with Wayne State to finalize plans for advocacy presentations in various formats

Task 3B: Gather current and up-to-date information and decide what needs to be included for target audiences

Task 3C: Inform MAME membership through newsletter and homepage about the project and ask for input

Task 3D: Share media presentation with the MAME Board for final approval and make available to entire membership

Objective 4: Encourage writing of library media articles for presentation outside of MAME

Task 4A: Assemble a bank of publications and addresses (along with guidelines for submission) of professional journals

Task 4B: Offer to re-work Media Spectrum articles to submit to other publications (with author's permission)

Task 4C: Encourage and motivate members to write

Task 4D: Use the Homepage to list specific annotated bibliographies of articles related to the profession

Goal Area: Leadership

Objective 1: Create and communicate a vision statement

Task 1A: Write a vision statement that is short, identifiable, memorable and student focused

Strategies: Seek input of members

Task 1B: Promote visibility of organization

Strategies: Determine "linking systems" among other state organizations, recruit successful MAME conference sessions for presentation at other conferences

Objective 2: Cultivate leadership within the organization

Task 2A: Provide vehicles for mentoring members

Strategies: Ice-breaking activities wherever appropriate, pair up experienced members with less experienced members, establish apprenticeships for conference and other committees

Task 2B: Provide support for Region Representatives

Strategies, Including but not Limited to: Workshops combined with Board Meetings or regional workshops, pre-conference workshops for Regional representatives or general leadership development, create scholarships to send members to leadership conferences or workshops, identify presenters from Fall Conference and MAME Academy who would be available to present at MAME regional meetings

Task 2C: Promote leadership skills at the building, district, regional, state and national levels

Strategies: Leadership session at Fall Conference, Winter Conference designed to promote leadership skills with a professional trainer, encourage attendance at national and regional meetings

Task 2D: Identify focal issue(s) and topic(s) and develop materials to illustrate the issue(s) and topic(s)

Strategies: Develop notebook, agenda, brochures, PowerPoint presentations and overheads, coupled with training for use with media specialists and staff, create publications, written by practitioners, that could be used for K-12 staff development workshops, i.e. copyright

Goal Area: Legislative

Objective 1: Influence legislation that impacts library media programs related to student achievement.

Task1A: Determine avenues of influence

Strategies: Identify legislators who are advocates or have the potential to be advocates, identify state government committees that are working on legislation that affects media services, monitor and articulate campaign issues and agendas of specific legislators

Task1B: Influence legislators and the state board of education to support library media programs and national Information Literacy Standards

Strategies: Provide state officials with a copy of the Information Literacy Standards in a brochure or pamphlet style with MAME logo, get to know legislators and staff through Library Legislative Days and other activities, create a packet of information about MAME to be sent to decision makers, plan MAME 27 pre-conference session on "How to Meet Your State Legislator"

Task 1C: Explore to determine the need to hire a professional advocate

Strategies: Analyze the role of the Government Relations Chair

Goal Area: Service to Members

Objective 1: Determine and prioritize professional needs

Task 1A: Organize committee composed of one member from each of six current task groups to compose survey(s), distribute, and analyze results

Objective 2: Reach out to all members of the school library media profession, encouraging them to participate in all aspects of MAME

Task 2A: Identify members of the library media profession by developing a database of all school libraries

Strategies: Contact local REMCs for database of school buildings and library media contact persons, contact the Library of Michigan to inquire about the procedure for inclusion in the Michigan Library Directory and communicate the procedure to MAME members, use the collected data to determine a list of MAME non-members

Task 2B: Establish communication with others in the library media field

Strategies: Send an informational packet inviting non-members to participate in MAME activities

Task 2C: Review the roles and responsibilities of SIGs

Strategies: Revitalize existing SIGs, make members aware of the procedure for creating new SIGs, create new SIGs according to established procedures, encourage SIGs to work collaboratively with other professional organizations and associations

Objective 3: Increase focus on new MAME members

Strategies: Offer an incentive to first time members

Goal Area: Professional Development

Objective 1: Expand the number and quality of professional development opportunities statewide

Task 1A: Co-sponsor training courses / workshops with other organizations or individuals. For example, in addition to the MAME Academy with Eastern Michigan University, also with MACUL, MASCD, Howard Poole, Library of Michigan

Task 1B: Encourage colleges and universities to offer extensions of university school library media courses for credit at convenient times, either at different physical locations or through distance learning technology or through on-line offerings

Task 1C: Promote and advertise course, workshop and session offerings that are offered by MAME and by college and universities and other professional organizations that relate to MAME members

Task 1D: Conduct needs assessment of professional development to provide feedback on membership needs for use by MAME and by colleges and universities

Objective 2: Strengthen MAME's ties with colleges and universities

Task 2A: Inform colleges and universities about MAME's offerings and activities pertinent to school library media specialists. Use Media Spectrum, MAME Newsletter and links to each other's web pages

Task 2B: Using a reviewing process to determine expertise and identified experts, create a database of MAME members' expertise for exchange of information with colleges and universities

Strategies: Determine who would use the database, determine how the database would be used and why, determine the level of need

Task 2B2: Encourage co-presentation of MAME members with college and university faculty members and /or library school students

Task 2C: Identify key college and university faculty members who will act as contacts and liaisons to recruit for MAME and to disseminate information to and from MAME

Task 2C2: Identify key MAME members who will act as contacts for MAME to colleges and universities

Task 2D: Use the information in the database to help promote class visits and guest speakers and to identify sites for student and class practicums

Strategies: Distribute information to targeted groups, print information and put on web page

Task 2E: Use MAME's Fall Conference to attract library school students

Strategies: Offer a session specifically for them, offer a "lounge" area at the conference, offer scholarships and publicize the fact, encourage professors to provide release time for students to attend conference, keep student offerings to one day (Friday) of conference

Task 2F: Encourage the formation of student chapters of school library media and of MAME

Task 2G: Actively promote school library media as a viable profession Strategies: Work with high school guidance counselors / college and university career placement coordinators to make them aware of career opportunities in the school library field, offer a job fair

Task 2H: Invite liaisons from colleges and universities to MAME strategic planning meetings and major MAME events

Task 2I: Encourage MAME members to serve on alumni boards of library schools

Objective 3: Explore avenues for making professional development more attractive to MAME members

Task 3A: Pursue the possibility of offering CEUs for MAME professional development activities