Annual Report 2010
ARLIS/NA Strategic Planning Committee

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Background: In April 2010 the first meeting of the 2011-2015 Strategic Planning (SP) Committee took place at the Boston Conference. The chair thanks the President and Executive Board (EB) for selecting an excellent team representing a cross-section of the membership with Jon Evans as EB liaison; This is the fifth five-year SP since 1990. New and re-appointed members of the SP Committee are: Hannah Bennett, Jennifer Garland, Eumie Imm-Stroukoff, Jamie Lausch, Barbara Rockenbach, Eric Wolf, and Pat Barnett, Chair.

Plan of Action: Following the Boston Conference, a plan of action for completing the SP was carried out over the remainder of year 2010 and is projected to be completed by the end of May 2011. The Plan will include both an online survey and a series of focus groups.

Preliminary Steps: The Committee reviewed previous SP and other pertinent internal documents, while at the same time, gathered information on the primary current issues facing ARLIS/NA; The Committee then reviewed other organizations’ (both affiliated and non-affiliated) documents, cull the primary current issues facing our peers; A set of "Preliminary" Goals were then mocked up;

Initial Outreach to Chapters and 1st Draft: In late fall, the Preliminary Goals were shared with the Chapters to provide the Committee with its initial feedback that served to revise the Preliminary Goals into the first Draft of the Goals and Objectives;

Membership Survey: In January, the Draft Goals and Objectives were made public online and also converted into a survey form that 160 of the 1,111 membership completed; the membership’s feedback resulted in a second Draft of the Goals and Objectives.

Presentation at the March Annual Meeting: A Strategic Planning (SP) Committee presentation took place at the Business Meeting in Minneapolis, followed by a Q/A period. The revised Draft Goals and Objectives were made public to the attendees and online to the entire Membership. A call for volunteers for the focus groups also took place.

First Focus Group: On April 12th, the first focus group was held and facilitated by Barbara Rockenbach and Hannah Bennett. Five questions served as the points of focus for critiquing the draft Goals and Objectives, and substantial recommendations resulted:

1. How does or doesn’t the plan align with the efforts and interests of new professionals in the field?

2. What of the goals included would you change and why?

3. Of all the goals listed, which one do you find the most important and why?

4. If you could add an additional goal or objective, what would that be?
5. If you were asked to implement or help implement these goals into an action plan, where would you begin?

**Second Focus Group:**
The following week, six liaisons to affiliated organizations discussed the five questions, with one change: Question 1 read: How does or doesn’t the plan align with the efforts and interests of our affiliated organizations? Again, substantial recommendations resulted.

**Follow-up Focus Groups:**
Over the next weeks, a focus group for ArLiSNAP! members will take place, and consideration of other focus groups will follow once a general review of the recommended changes occurs.

**SPC Next Steps**
The recommended changes will be studied by the committee and the draft Goals and Objectives revised accordingly. The resulting draft will be reviewed by a group of about 25-30 members who indicated on their membership profiles that they were interested in working with the strategic planning committee. According to the projected time-line, the strategic plan should be completed and presented to the Executive Board by the end of May 2011. In September, the committee will pick up again in order to undertake the Action Plan that will result in the implementation of the Strategic Plan.