

## NJASL STRATEGIC PLAN 2012-2013

### 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 to ensure that students and staff become critical thinkers and effective and ethical users of information. 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 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 forms 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, readily accessible and adequately funded.
7. School library media programs should be run by credentialed School Library Media Specialists to have the greatest impact on student learning.
8. Collaboration with teachers, administrators, parents, legislators and peers is essential to the effectiveness of school library media programs and to the overall success of students' educational goals.
9. Continuing professional development is essential to the effectiveness of school librarians, as it is for all professionals.
10. Membership in NJASL is an essential component of every school librarian's continuing development.
11. NJASL welcomes the membership of all staff functioning in school libraries, as well as others interested in excellence in school librarianship.
12. NJASL is committed to diversity in the profession and in the organization.
13. NJASL values transparency in its relationships with members. We foster open discussion and active participation among our members.

## STRATEGIC PRIORITIES

1. Advocacy – Advocate to federal, state, and local policymakers, education associations and organizations, and all other stakeholders to require all schools to have credentialed School Library Media Specialists, who possess the core competencies needed to deliver effective school library media programs.

**GOAL:** To advocate for regulation and dedicated funding to require every school to have a credentialed School Library Media Specialist who possesses the core competencies needed to deliver effective school library media programs.

**ACTION ITEMS:**

1. Continue the public relations campaign of the CISSL Study of New Jersey School Libraries results through video, press releases and other marketing materials.
2. Strengthen our relationship with NJLA by re-establishing mutual Board representation from both associations.
3. Develop talking points about the role of school library media programs that can be used at the local colleges of education for pre-service teachers.
4. Standards - Continue to partner with the Department of Education to improve professional standards and refine certification requirements for School Library Media Specialists.

**GOAL:** Ensure professional standards and certification requirements for School Library Media Specialists are designed to positively impact student learning and achievement.

**ACTION ITEMS:**

1. Monitor any new developments or requirements for certification.

2. Align ISTE's NETS & AASL's Standards for the 21st Century Learner with the Common Core Standards.

3. 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:

1. Implement a targeted, actionable survey of membership and potential membership to ascertain their needs and expectations, including conference questions.

2. Transform the print version of the Bookmark into an online publication while preserving archival issues.

3. Establish a committee to support new/returning school library media specialists.

4. Revise the Emerging Leaders program to ensure membership sustainability.

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

GOAL- To ensure that our members are provided with learning opportunities to stay current in school librarianship best practices.

Action Items:

1. Continue to promote and take advantage of NJ LibraryLink's professional development opportunities.
2. Encourage participation in and feedback from county groups to share local professional development initiatives.

Updated: 7/27/12