

STRATEGIC PLAN 2013-2014
Approved 8/7/13

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. NJASL's mission is to ensure that students and staff become critical thinkers, effective and ethical users and producers of information in support of the Common Core Standards. 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 college and career readiness 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 formats and platforms 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 by credentialed School Library Media Specialists, readily accessible, and adequately funded.
7. Collaboration with teachers, administrators, parents, legislators, affiliate organizations, and peers is essential to the effectiveness of school library media programs and to the overall success of students' educational goals.
8. Continuing professional development is essential to the effectiveness of school librarians, as it is for all professionals.
9. Membership in NJASL is an essential component of every school librarian's continuing professional practice.
10. NJASL welcomes the membership of all staff functioning in school libraries, as well as others interested in excellence in school librarianship.
11. NJASL is committed to diversity in the profession and in the organization.
12. NJASL values transparency in its relationships with members; we foster open discussion and active participation among our members.

STRATEGIC PRIORITIES

- 1. Advocacy** – Advocate with policymakers, education organizations, and other stakeholders to promote the value of the school library media program and to require every school to have a credentialed School Library Media Specialist to deliver effective school library media programs.

GOAL: To advocate collaboratively for law, regulation and dedicated funding to require every school to have a credentialed School Library Media Specialist to deliver effective school library media programs.

ACTION ITEMS:

1. Review and promote a message brand/tagline to keep NJASL and School Library Media Specialists and their programs visible to our stakeholders at all times.
 2. Develop research-based talking points that illustrate the role of school library media specialists and of school library media programs.
 3. Identify and work with partners to collaborate on advocacy and to increase awareness for STREAM (Science, Technology, RESEARCH/READING, Engineering, Arts and Math).
 4. Continue a public relations campaign through video, press releases, and other marketing materials that promote the role of SLMS in advancing student achievement.
 5. Continue a public relations campaign through video, press releases, and other marketing materials that promote the role of SLMS in directing effective professional development for all school staff.
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- 2. Standards** - Continue to partner with the Department of Education to improve the *New Jersey Professional Standards for Teachers and School Leaders* and refine certification requirements for School Library Media Specialists.

GOAL: To advocate for the *New Jersey Professional Standards for Teachers and School Leaders* and certification requirements for School Library Media Specialists to be designed to positively impact student learning and achievement.

ACTION ITEMS:

1. Monitor any new developments or requirements for certification of School Library Media Specialists and make appropriate recommendations.
2. Monitor any new developments or requirements for mentoring of School Library Media Specialists and make appropriate recommendations.
3. Continue to align the AASL Standards for the 21st Century Learner, ISTE's NETS for Students with the Common Core State Standards and P21 Standards.
4. Create and share School Library Media Specialist evaluation tools that will provide the Department of Education with exemplars that include the various roles (teacher, information specialist, instructional partner, program administrator) that School Library Media Specialists have within a school.

- 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 online survey of membership and potential membership to ascertain their needs and expectations, by July 15, 2013; include the link in the Membership letter sent in August and with the online membership form.
 2. Implement a targeted, actionable online survey of conference attendees and encourage completion of the survey during the conference by offering entry into a raffle for those who complete the survey.
 3. Review and update NJASL committee profiles and specify the approximate amount of time required of committee members and which committee responsibilities can be handled virtually.
 4. Actively recruit committee volunteers during the conference as well as on the online membership form.
 5. Utilize the volunteer list by contacting those who sign up within two weeks of receiving their names.
 6. Coordinate Board member visits to statewide county associations and university schools offering library degree programs.
 7. Review and update the Membership Fact Sheet to distribute at the conference and during Board member visits.
 8. Investigate and develop a procedure to notify county groups of new NJASL members in their region.
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- 4. Professional Practice and 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 professional opportunities from LibraryLinkNJ and other agencies.
2. Gather sample school library media specialist evaluation rubrics and student growth objectives and post these examples to the NJASL website.
3. Encourage interaction with and among county groups to share local professional development initiatives.