



MAALL  
Mid-America Association of Law Libraries

## MAALL Strategic Plan: 2016-2019

MAALL's Purpose: The Association is established for educational and scientific purposes, and to improve the profession of law librarianship. It shall be conducted as a non-profit organization for:

Promoting law librarianship; and

Developing and increasing the usefulness of law libraries.

### MAALL Bylaws, 2016

#### Introduction

Developing a strategic plan for MAALL was suggested by Past President, Jeri Kay Hopkins, at the end of her term as President. Cindy Bassett took up the suggestions and created the MAALL Task Force: Vision Planning as one of her endeavors of her term of office.

The Charge of the Task Force: Develop goals that MAALL can accomplish over the next three years.

The task force met over a series of months by conference call, following a seven step process outlined at <http://www.robertstover.com/steps-in-strategic-planning-process/>. We answered the following questions:

Step One: Where Are We Now?

Step Two: What is The Vision?

Step Three: What Are the Obstacles?

Step Four: What are our resources?

Step Five: What is our strategy?

Step Six: What are our tactics?

Step Seven: What will we monitor and measure?

#### Committee:

As of time of planning this document, the following MAALL members participated in its planning and creation:

Cindy Bassett, Task Force Chair, Electronic Services Librarian at the University of Missouri Law School Library	Sandy Placzek, Associate Director, Schmid Law Library, University of Nebraska College of Law
Jessie Burchfield, Director, Bowen School of Law Library University of Arkansas at Little Rock	Jennifer Prilliman, Incoming President of MAALL, Associate Director and Law Library Professor, Chickasaw Nation Law Library at Oklahoma City University School of Law
Jeri Kay Hopkins, Past President of MAALL, Branch Librarian and the 8 <sup>th</sup> District U. S. Court of Appeals	Jenny Sutherland, Research Librarian, Polsinelli PC



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### **Goal I: Community**

**Objective:** To actively and consciously foster the bonds of community within MAALL by providing opportunities for MAALL members to come together.

**Rationale:** Community is one of our strengths in MAALL, yet we want to continue improving in this area to keep MAALL an organization of which members are excited to join and participate. We want to purposefully cultivate new members, connect newer members with members who are established, and encourage all members to plan an active role in MAALL as their circumstances allow.

**Strategies:**

1. Create a happy hour experience at the Annual Meeting where committee chair or representative is available to talk to interested members.
2. Create a community-wide experience (book club, book to action, Day in the life) to engage community.
3. Continue and build on the work of the Task Force for Engaging New Members.

### **Goal II: Continuing Education**

**Objective:** To make standard practice that we record, provide access to, and encourage opportunities for MAALL members to access content from the MAALL Annual Meeting outside of the Annual Meeting.

**Rationale:** Many MAALL members, particularly those in solo/small firm environments, can't travel to the MAALL meeting and thus miss out on the continuing education opportunity, along with the networking experience. Online access to presentations is key to them. To that end, MAALL should record everything! To facilitate networking opportunities at a more local level that is feasible for members, we would like to encourage members to set up local meet-ups to watch the recorded sessions and discuss.

**Strategies:**

1. Capture, provide access to, and archive MAALL presentations and scholarship either by purchasing equipment or determining a cost-effective way to do so.
2. Ask members to host in person brown bags, watch webinar, and discuss.

### **Goal III: Collaboration**

**Objective:** MAALL increases our value to our stakeholders when we collaborate with each other. To do that, we need lower the barriers that make collaboration difficult.

**Rationale:** We exist to support attorneys in their professional evolution, whether they are students, judges, or in firms. We need to support each other so we can support them. We are all dealing with limits in budget greater demands on our time, and a need to provide a solid value in our organization in order to stay viable.

**Strategies:**

1. Know who is interested in what with an interest/experience survey. Make this information available to members.
2. Connect like-minded members people in person at the annual Meeting or in brown bags, and online through tools like Google hang-outs.
3. Consider asking MALLCO to migrate roundtables to MAALL or open them up so all MAALL members can participate.