

**Montana Library Association - Strategic Plan update 2014-2015**

Vibrant, Growing Membership	Maintain Effective Legislative Voice	Fresh & Recognizable Public Image	Efficient Administration	Up-to-date Website	Invigorating & Hot Conference	Powerful & Active Partnerships
<i>* Indicates those objectives for which there are named leaders</i>						
<b>Lead: Directors @ Large</b>	<b>Lead: Gov't Affairs</b>	<b>Lead: PR Committee &amp; ED</b>	<b>Lead: MLA Board</b>		<b>Lead: Conference planner, ED, &amp; Steering Committee</b>	<b>Lead: State Librarian</b>
Increase membership & retention	Tap into Boards of Trustees	Update & promote MLA brochures	Templates for consistency (*Cherie, Norma, Della)	Investigate options for more dynamic web presence (*Mary Braun & Stacy)	Networking & social Space	Investigate what other states do
Increase membership participation	More formalized membership	Proactive media campaign	Transition materials for retreat (*Beth)	Investigate membership-only portion of website (*Debbi & Stacy)	Ambassador program	
	Legislative action reflects work of MLA		By-laws and manual procedures review (*Lisa, Sheila, Judy)	Stronger conference web presence (*Steering comm, Debbi & Stacy)	New program formatting	
	Investigate honorary membership for supportive legislators (*Debbi)		Establish audit policy (*budget committee)		Increase conference attendance	
			Salary review for paid staff (*budget committee)		Up-to-date planning documentation	
					Investigate sites and venues	