

NHLTA Action Plan for 2019

Improve NHLTA Engagement and Communication with its Members

Action Item	Responsible Person	When	Status
GOAL A: Continue efforts re NHLTA's service to North Country and Carroll County libraries			
1. Research needs of northern libraries	N. Country TF	2018, Q3	
2. Publicize conference scholarships to encourage attendance	Communications	2019, Q2	email to Coos Cty members
3. Design Edelmann memorial grant so that northern libraries might apply (see goal D)	New committee	2019	Bert, Mary, Tom, Elizabeth
4. Hold at least one workshop annually in NoCountry	Education	2019	(NCL)
GOAL B: Improve Communications with Members			
1. Facebook page - investigate - sense of what it takes to maintain with weekly content?	Communications	2020	
2. Possibly hire social media consultant with the Edelmann donations if not used for library projects	(to be considered)	2019	TABLED
3. Survey members on needs/satisfaction with services and programs	Member Survey Task Force: Mary, Jan, Katrinka, Susan	2018, Q2	1st survey 9/18 on newsletter; min. response
4. Analyze results of trustee feedback	Member Survey TF	2018, Q3	
5. Develop one-page NHLTA handout for conferences, regional meetings and workshops listing – • Update bookmark/flyer for 2019	Communications Katrinka, Susan	2018, Q1 2019, Q1	DONE
6. Drive NHLTA members to the NHLTA website: • Quarterly, in Newsletter article include links to specific, new and timely website items e.g. in fall have links that point to “how to develop a library budget” article • At meetings and workshops, hand out website information notes whenever NHLTA is presenting • Have an email blast highlighting some specific information on the website; maybe quarterly	Communications Comm Education Communications	2019, and ongoing	
7. All directors bring article ideas for newsletter to Katrinka who can edit/develop if needed.	All	2019	
8. Obtain more member email addresses • Analyze which libraries do not include email addresses for members. • Newsletter article reminding people to include their email address when they renew membership. • Update the database of email addresses --ongoing	Marty Could NHMA staff do this in 2019? Katrinka Marty, Judy P	2018, Q1 ongoing, repeat in 2019 ongoing	Suspended while Marty is out Done
9. Determine current preferences for effective communication with members: Evaluate listserv, Facebook, text messages, etc.	Communications Comm; possibly others or hire expert	2019	TABLE
10. Build on successful regional meetings; invite Friends groups to meetings.	Education Comm, Susan	2019, Q2	

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GOAL C: Enhance member services – education, networking, “how to” resources, etc.			
1. Workshop development with targeted topics, based on member survey.	Education	2018 Q4	Use conf/ wkshop evals for info
2. Utilize NHLA to survey directors re what they think trustees need/want to learn.	NHLA Liaison	2019	
3. Review/revise website to facilitate access to information and process to update content.	Communications	2018 Q4	In process, complete 2/19
GOAL D: Increase involvement through offering of grants and scholarships			
1. Define grant “Dream Foundation for Small Libraries”: not bldg or staff, what is “small”, number of grants, cap the amount, etc.	New Committee	2020	
2. Define Lillian Edelman special project grant criteria: find out from Lillian’s daughter and Tom Ladd what kinds of projects would be most suitable, define criteria, amount of grant, and how many grants.	New Committee	2019, Q3	
Scholarships:			
1. Increase publicity that scholarships can be used for conference.	Communications	2019, Q1	
2. Get more information on paralibrarian courses; determine criteria for scholarships for paralibrarians.	Bert and others	2019, Q1	
3. Consider other uses for scholarship money such as ALA or NELA conference attendance; intensive seminar attendance with NHLTA sharing afterward; fund a speaker on priority topic.	Scholarship cmte plus others?	2019	
4. Encourage greater use of fund by trustees.		2019	

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Action Item	Responsible Person	Date to Be Completed	Status
GOAL E: Recruit New Members to Board and Committees			
1. Recruit prospects at Regional meetings (have 2nd person at reg'l mtgs specifically to note which participants seem most likely to be good NHLTA directors)	All	2019 and ongoing	ongoing
2. Advertise the need for Board members at workshops, Conferences and in newsletters	All	ongoing	
3. Create an "elevator speech" re NHLTA that could be used at regional mtgs to recruit bd & committee members.		Governance	
4. Ask Library Directors and current Library Trustee Chairs for referrals.	Governance	2018, Q3	In process
5. Identify interested prospects from survey responses and referrals <ul style="list-style-type: none"> ● Invite them to Open Houses ● Meet with prospects personally ● Invite prospects to NHLTA Board and Committee meetings 	Governance	2018, Q4	In process
6. Ask current Board members to identify replacements when they retire from the Board	All	ongoing	

GOAL F: Establish Succession and Contingency Plans for Critical Board Skills – Identify Skills and ID Board Member Succession Plan or Recruit Members with Needed Skills (Governance Committee) – make chart or calendar that identifies key skills and the people who can define those skills
 Need to post these lists where future directors can find them—suggest the directors' page of the website and paper copy in sites to be determined. ***Governance to monitor progress on this Goal***

Writing/editorial <ul style="list-style-type: none"> • Develop required skills list • Identify key duties • Post the list 	Katrinka/Connie	2018, Q1 2019	DONE
Curriculum development <ul style="list-style-type: none"> ● Identify member needs ● Design a balanced program ● Identify presenters ● Expand delivery modes ● Post schedule for conference planning 	<ul style="list-style-type: none"> ● Jan ● Liz ● Education Committee ● Jan 	2018, Q2 and ongoing 2018, Q4 2019 2019	3 webinars recorded
<ul style="list-style-type: none"> ● Post schedule for conference planning 	<ul style="list-style-type: none"> ● Jan 	2019	

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<p>General Management</p> <ul style="list-style-type: none"> • Develop required skills list • List duties; due dates for reports • Post lists 	<ul style="list-style-type: none"> • Susan • Ed • Mary 	<p>2018, Q3</p> <p>2019</p>	
<p>Financial</p> <ul style="list-style-type: none"> • Develop required skills list • List duties; due dates for reports • Post the list/calendar • Capture institutional knowledge 	<ul style="list-style-type: none"> • Mark <p>Mark</p>	<p>2018, Q 3</p> <p>2019, Q1</p>	
<p>Website management and oversight</p> <ul style="list-style-type: none"> • Develop required skills list • Train 2nd person and write website mgmt process “manual” and post 	<ul style="list-style-type: none"> • Connie <ul style="list-style-type: none"> • Bert and Connie 	<p>2018, Q2</p> <p>2019</p>	
<p>Mitigate impact of the loss of critical skills from the Board</p> <ul style="list-style-type: none"> • Identify outsourcing options • Recruit people to committees and to the Board who have these skills 	<p>Exec. Comm Gov. Comm and All</p>	<p>2018,Q1-3 ongoing 2019</p>	