



Florida Association for Media in Education 2016 Strategic Plan

MISSION

Florida Association for Media in Education provides leadership and support to school librarians through advocacy on the local, state, and national levels; targeted professional development; and promotion of literacy and technology-integration initiatives resulting in student success from effective school library programs.

VISION

Florida Association for Media in Education is the primary organization for the advocacy and support of effective school library media programs in Florida.

BELIEF and VALUES STATEMENT:

Florida Association for Media in Education believes:

- All students benefit from attending a school staffed with a full-time certificated school librarian and adequately funded.
- School librarians are instructional leaders, collaborators, and curators, critical as change agents in the school environment.
- Targeted professional development for school librarians is necessary to ensure the integrity of our instructional role in preparing students to be future-ready.
- Instruction in information literacy develops students and staff to be critical thinkers and effective, ethical users and producers of information.
- Open access to balanced, diverse, quality information in a variety of formats is a right to all.
- Promotion of reading is essential for lifelong learning, awareness of the diversity of the human experience, and the development of empathy.

GOALS and STRATEGIES:

Focus Area: Advocacy

Goal: Increase awareness of the importance of school librarians and strong school library programs in the education process.

Strategies:

- Educate stakeholder groups on today's role of the school librarian.

Action Plan:

- The Committee on Communication create a video to disperse to all district superintendents of school librarians in action with a voiceover of what our role today entails.
- Offer a session at each annual conference to help school librarians learn the best strategies to implement in their own district to advocate for themselves.
- Communicate with stakeholder groups the impact school library programs have on student achievement.

Action Plan:

- Encourage local associations/district superintendents to host a principal breakfast with a speaker addressing impact of effective school library programs.
 - Develop a White Paper to distribute to all district level administrators and Board members highlighting the research to back up our claim of effectiveness.
 - Offer sessions at Florida Association of School Administrators summer conference to discuss the impact of strong school library media programs on student achievement.
- Enhance relationships with local, state, and national legislators about school library programs.

Action Plan:

- Continue the Committee on Legislation's participation in Legislative Days.
- Develop a flyer of talking points to give to all school librarians. Request that they contact their local legislators personally and go over these key points.
- The Committee on Legislation work to turn our talking points in to policy recommendations for ESSA implementation and deliver to school boards and legislature.
- Include the Commissioner of Education and the FLDOE representative on all forms of communications related to the importance of school library programs.

Focus Area: Communication

Goal: Enhance avenues for effective communication.

Strategies:

- Increase the variety of formats for communication of information within the association.

Action Plan:

- Create an online newsletter with current FAME activities and deadlines.
 - Request that district technology departments allow emails from FAME@floridamediaed.org to go through district filters.
 - Create a blog on our website for posts on current topics and trends.
 - Solicit feature articles for inclusion in FMQ.
 - Implement and adhere to policies and procedures that all communications requests go directly to the chair of the Committee on Communications for dissemination.
- Design and build a new website for simplicity, ease of use, and information.

Action Plan:

- Terminate Your Membership contract and move to Weebly Pro.
- Increase use of social media.

Action Plan:

- Hold FAME Twitter chats at a regular day and time.

- Design a marketing and PR plan for FAME as an organization.

Action Plan:

- Create video for members to share with vendors and outside organizations.
- Create a graphic designer position on the Committee for Communications to design all media so that FAME's look and message remains consistent and professional.
- Create a brochure that can be downloaded and shared from our new website.

Focus Area: Membership

Goal: Ensure FAME remains a robust, gratifying organization that develops school library leaders and meets their needs.

Strategies:

- Increase membership numbers.

Action Plan:

- Collaborate with university/certification programs to recruit student members.
- Encourage district media supervisors/leaders to establish local associations.
- Solicit local associations to conduct membership drives.
- Recommend that school district library staff promote and recognize FAME membership at the local level.
- Expand information on the membership section of the website to include benefits of personal memberships.

- Increase participation of members.

Action Plan:

- Enhance communication of how and when to sign up for committees.
- Recognize committee members at various events.
- Highlight lesser-known committees on website and in *FMQ*.
- Hold regional meetings, a Spring Forum, or summer event for participation in addition to the annual conference.
- Provide opportunities for members to explain their expectations of their professional organization.

Focus Area: Professional Development

Goal: Provide targeted professional development opportunities for a diverse membership.

Strategies:

- Continue to assess professional development needs of the diverse membership.

Action Plan:

- Committee on Professional Development survey needs via form on the webinar webpage and regularly monitor.
- Canvas membership needs at annual convention.

- Periodically tally membership input to plan for professional development offerings.
 - Take notice of survey results when choosing the overall theme for the annual conference and solicit sessions that reflect the targeted needs based on the input from members.
- Annually provide online and onsite professional development sessions on a variety of topics based on membership input.

Action Plan:

- Offer monthly webinars presented by local and national colleagues on current topics of interest for librarians working at all levels and types of schools.
 - Provide links to professional development recordings and resources, posted on the FAME website.
 - Collaborate with other FAME committees to provide professional development opportunities (e.g., unconference, FAME annual conference, regional meetings, etc.).
- Promote professional development offerings and resources.

Action Plan:

- Advertise offerings using FAME communication methods (e.g., FMQ, website, Twitter, Facebook, blast emails, etc.).
- Distribute professional development information at the annual conference and at other FAME meetings.