

1) Guiding Principles – Walking the Talk

The Question: What value do we most want to see in play throughout 2010, i.e. *what is the behavior we ALL most need to practice during the coming year?*

- ❖ **Accountability:** We are an interdependent, mission-driven organization, responsive to the needs of Indiana's public library community.
- ❖ **Objectivity:** We will act as a professional team in the conduct of IPLA business – our collective decisions supported by objective data and a big-picture perspective on public library issues.
- ❖ **Transparency.** We will share information freely, actively seek member perspectives, encourage constructive debate, and request frequent feedback to ensure open and transparent decision-making processes.
- ❖ **Proactive:** We will stay connected to the external environment in which Indiana's public libraries provide service, anticipating and managing change rather than reacting to it.
- ❖ **Integrity:** We will consistently integrate these principles into all aspects of IPLA's affairs, building personal and institutional bridges which facilitate productive, trusting relationships

11 Group Reports: 3 major themes

PROACTIVITY. Look to the future and plan for it. Stay ahead of the issues instead of assuming a reactive, defensive position. Create an IPLA community and build partnerships around it. Develop a productive relationship with ILF based on clear roles and expectations. Develop a new capacity for proactivity by first making sure IPLA members are knowledgeable and fully informed. Stay focused on big picture issues, redirecting conversations to focus us on our customers, *those we serve*, instead of on ourselves. Anticipate public policy issues instead of the historical “wait and see” approach.

TRANSPARENCY. *Communications practices are critical to IPLA's success.* First and foremost, develop communications practices which ensure that everyone is fully informed, receiving constant information *about* IPLA and information *from* IPLA. Err on the side of *over*-communicating if necessary to correct historical perceptions of closed decision-making by a small group of leaders.

A BIG TENT. **Combine proactive thinking with strong communications skills to create an inclusive statewide organization.** Build and manage an organization that offers clear opportunities for member involvement. Involve staff, trustees, students, patrons, community leaders, and the citizens who pay for library services. Nurture a participative culture where members engage rather than criticize. Develop the skills to lead a widely diverse membership, to find common ground, and create a common voice.

2) Year 1 Priorities: The End in Mind

The Question: What one or two concrete results do all Indiana library systems most need in 2010 from a newly energized IPLA?

11 Group Reports: 4 major themes

ORGANIZE . Leaders who know how to unite and motivate the membership. Processes that focus on results. Systematic and clearly understood decision-making processes. New ways to clarify common ground and build statewide positions on major issues. A board with the statewide capacity to impact public policy decisions. An active link with trustees. Clear IPLA responsibilities within the ILF system. A budget which supports IPLA priorities, e.g. dedicating a portion of membership dues for IPLA projects, incorporating and securing a 501-C-3 status in order to secure grant funding, etc.

COMMUNICATE. An active *two-way* communications system. An annual targeted communications plan which ensures a clear IPLA identity. Communications that reinforce the need for active, engaged members. Frequent opportunities for member input. New tools and techniques to keep members informed. Objective evaluation processes such as annual communications audits to track the effectiveness of all communications techniques.

FOCUS ON ISSUES. Year-round information and input on public policy issues. A 2010 Town Hall plan (a calendar, specific topics, etc). Task forces to research and present on selected topics. Partnerships on specific issues. Strategies for coming together around key legislative issues.

GROW. Significant IPLA membership growth (moving toward 100% institutional members). An affordable dues structure. A diverse membership which ensures a strong advocacy network.

3) The Leadership Pipeline

The Question: How might opportunities for participation in IPLA be expanded? *Who are the leaders from your area who will help build an active and purposeful IPLA?*

11 Group Reports: 4 major themes

ORGANIZE. Organize meaningful work around specific IPLA priorities. Identify a big project of major interest, something that will bring us together. Develop task forces to focus on a few critical issues of statewide importance.

RECRUIT. Target a broad, diverse group of professionals and library advocates. Set clear expectations. Create realistic job descriptions. Develop interest inventories which members can easily access and submit online. Quickly respond and acknowledge all offers to volunteer. Minimize a “general ask” and, when possible, *recruit specific skills for specific assignments.*

BECOME MORE VISIBLE. Move board meetings around the state. Sponsor IPLA workshops around the state (offering LEU's). Sponsor regular regional gatherings of trustees, administrators, and staff to create a distributed statewide input system, *a public policy pipeline.* Expand the use of new technologies to create and sustain a large community of supporters. Use SAMS and ADOLPLI communications channels.

SUPPORT. Use an expanded, representative board system to build a strong statewide network. Create processes to identify new, emerging leaders. Open board eligibility to all members, not just library directors. Develop nominating processes that encourage statewide participation. Recruit leaders with energy!

Demonstrate the benefits of membership so that IPLA is seen as much more than just a box to check.

Make IPLA the happening place!