

Special Libraries Association
Philadelphia Chapter

Strategic Plan

July, 2001
Version 1.4

Acknowledgments

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Table of Contents

1. EXECUTIVE SUMMARY	4
2. VISION AND MISSION	5
2.1 INTRODUCTION	5
2.2 VISION	5
2.3 MISSION	5
3 BACKGROUND AND SITUATION	6
3.1 BRIEF ORGANIZATION HISTORY	6
3.2 MEMBERSHIP CHARACTERISTICS AND PROFILE	6
3.3 PREVIOUS PLANNING ENDEAVORS IN THE CHAPTER	7
3.4 RATIONALE FOR 2000-2001 STRATEGIC PLANNING EFFORT	7
3.5 METHODOLOGY	8
4. CRITICAL ISSUES AND STRATEGIES	9
4.1 NETWORKING	9
4.1.1 <i>Critical Issue</i>	
4.1.2 <i>Strategies</i>	
4.2 ADVOCACY OF THE PROFESSION	11
4.2.1 <i>Critical Issue</i>	
4.2.2 <i>Strategies</i>	
4.3 PROFESSIONAL DEVELOPMENT	13
4.3.1 <i>Critical Issue</i>	
4.3.2 <i>Strategies</i>	
4.4 MEMBERSHIP RETENTION AND GROWTH	15
4.4.1 <i>Critical Issue</i>	
4.4.2 <i>Strategies</i>	
4.5 OVERALL STRATEGIC GOALS	16
5. APPENDICES	17
5.1 MEMBERSHIP SURVEY COPY	
5.2 MEMBER SURVEY RESULTS	
5.3 BIBLIOGRAPHY	

Section 1. Executive Summary

Based on input from various stakeholders, the Philadelphia Chapter of the Special Libraries Association has identified four critical strategic issues on which to focus the Chapter's efforts. These areas are:

- Networking
- Advocacy of the Profession
- Professional Development
- Membership Retention and Growth

Strategies have been developed for each of these issues, and the Strategic Planning Committee has also made several recommendations on possible goals and objectives for each based to a large extent on the feedback from the membership survey. Overall strategies to address these issues include:

- Realigning Chapter leadership/governance (especially the Director positions) to more closely address the advocacy, professional development and membership issues;
- Developing coordinated Goals and Objectives for all Committees and Programs of the Chapter that support the strategies outlined in the strategic plan, such as:
 - Devising creative ways to meet evolving needs of members in terms of networking, professional development and membership retention
 - Targeting the program goals and objectives to different segments of members or organizations/management at different times
- Promoting awareness of the Chapter's Strategic Goals to the membership for their feedback and commitment.

Section 2. Vision and Mission of the Philadelphia Chapter, Special Libraries Association.

2.1 Introduction

As part of the Strategic Planning process the Strategic Planning Committee recommended that the Chapter Executive Board and Committee Chairpersons articulate a vision and a mission statement for the Chapter, because it appeared that there was no formal vision and mission. The mission statement listed below was modeled on that of the Special Libraries Association, as listed on the Association web site (www.sla.org). Draft statements were brought before the Chapter Executive Board and Committee Chairpersons in October, 2000 and the final versions below were accepted by a consensus of the Chapter Executive Board soon thereafter.

2.2 Vision

A vision represents an *image of what success looks like* for the organization, what it aspires to, an overarching goal.

VISION OF CHAPTER:

TO BE THE **ASSOCIATION OF CHOICE**
FOR INFORMATION PROFESSIONALS
IN THE DELAWARE VALLEY

2.3 Mission

The mission statement supplies the *reasons for the existence of the organization* (the what, the how and the why).

MISSION:

TO ADVANCE THE **LEADERSHIP ROLE OF OUR MEMBERS**
IN PUTTING KNOWLEDGE TO WORK
TO ATTAIN THE GOALS OF THEIR ORGANIZATIONS
(INCLUDING CORPORATIONS, GOVERNMENT ENTITIES,
EDUCATIONAL AND PHILANTHROPIC INSTITUTIONS, AND
PROFESSIONAL SOCIETIES)
WITH **EMPHASIS ON THE SPECIFIC AND UNIQUE NEEDS OF THE**
CHAPTER MEMBERSHIP AND OUR STAKEHOLDERS.

THE CHAPTER DOES THIS BY:

- A) FOSTERING AN ENVIRONMENT THAT **ENHANCES LOCAL NETWORKING,**
- B) PROVIDING **PROFESSIONAL DEVELOPMENT OPPORTUNITIES, MENTORING AND RESOURCE SHARING,** AND
- C) BUILDING **AWARENESS AND APPRECIATION FOR THE PROFESSION.**

Section 3: Background and Situation

3.1 Brief Organization History

Although the Philadelphia Chapter officially became affiliated with the Special Libraries Association in June, 1933, the “Special Libraries Council of Philadelphia and Vicinity” had been a grassroots organization in the area since September, 1919. From its humble beginnings with 28 charter members in 1919 until the present day membership of over 400, the purpose (or mission) of the organization has remained largely the same. The Chapter Constitution states the purpose:

“To promote the collection, organization and dissemination of information, to develop the usefulness and efficiency of special libraries and research organizations, and to encourage the professional welfare of its members.”

Compare this with the mission and vision as articulated and adopted in the year 2000 and you can see the similarities; thus, many of the values inherent in our professional organization have stayed the same throughout these years.

3.2. Membership Characteristics and Profile

The Philadelphia Chapter, SLA, serves approximately 420 members in a geographical area that encompasses portions of three states, eastern Pennsylvania, southern New Jersey and Delaware. In addition, the information resources and organizations in this area are truly diverse and expansive as evidenced by the subject entries in the biennial Chapter publication, *Directory of Special Libraries and Information Sources in the Philadelphia Area*, the 24th edition of which was published in 1999.

More evidence of the wide variety of disciplines and constituents that are served by the members of this Chapter is shown by the number of separate Divisions of SLA chosen by the members as part of their membership in Table 1. (Data were taken from membership statistics as of September, 2000; some members indicate no affiliation with a Division). This breakdown closely matches statistics from a 1998 report.

Table 1.

Pharmaceutical	94
Business & Finance	67
Legal	39
Info Tech	39
Chemistry	21
Museum, Arts, Hum	18
Biomed & Life Sci	17
Library Mngmt	17
Sci-Tech	12
Social Sci	11
Engineering	7
Advertising & Marketing	7
Solo Librns	7
Physics/Astronomy	7
Environ & Res Mngmt	7
News	6
Food, Agric & Nutrition	5
Communications	4
Transportation	4
Education	4
Insurance & Emp Benefits	2
Petro & Energy	2
Military	2
Geography & Map	1
Materials Res	1
	401

3.3 Previous Planning Endeavors in the Chapter

In the past 12 years there have been two other notable initiatives undertaken by the Philadelphia Chapter pertaining to planning for its future direction. The first study, called the *Futures Committee Report*, was published in May, 1989, after over a year of effort that included a membership survey and several focus group meetings. Twenty-six (26) recommendations were presented to the Chapter Executive Board leadership in that *Report*. One notable result of these recommendations was the establishment of the Chapter's biennial Technology Day.

A second planning study was undertaken in the 1993-1994 Chapter year under the auspices of the Long-Range Planning Committee. Again, the methodology included a membership survey followed by a report with recommendations to the Chapter Executive Board leadership. At that time a large void was found to be the lack of a Professional Development Chairperson.

3.4 Rationale for 2000-2001 Strategic Planning Effort

The Philadelphia Chapter has once again embarked on a planning process; this time it is a **Strategic Planning** process. This follows closely on the heels of the June, 2000 publication of the SLA Strategic Plan from the Association level. What makes a strategic plan different and why is one needed? A strategic plan lays the foundation to ensure that an organization can successfully respond to changes in its environment. Because the rate of change seems to be accelerating, strategic planning is better suited to this dynamic and rapidly changing environment. A strategic plan will enable the Chapter to be poised to manage strategically in a continual and adaptive (evergreen) process.

3.5 Methodology

The Strategic Planning process used by the Chapter's Strategic Planning Committee was based on steps derived from the literature on strategic planning, especially the process used in non-profit organizations. The main steps were: Getting Ready, Articulating Mission & Vision; Assessing the Situation (Strengths, Weaknesses, Opportunities and Threats), Developing Strategies, Goals & Objectives, and Completing the Written Plan.

Again, a membership survey was the main focal point for gathering information on how well the Chapter is meeting its mission to its members and for helping to delineate some of the critical issues facing the Chapter. (Details of the survey results are presented in the Appendix). Additional data and information was gathered from other stakeholders, such as vendors, former members of the Chapter, non-members of the Chapter and the Chapter Executive Board leadership. Further information on the current state and future prospects of librarianship and information professionals was gathered to serve as a backdrop for the microcosm of the Philadelphia Chapter's membership. Finally, the Strategic Planning Committee held a brainstorming session to assimilate all of this information and to arrive at some of the strategies listed below that would address the critical issues.

Section 4. Critical Issues and Strategic Goals

4.1 Networking

4.1.1 Critical Issue

Networking is an important “benefit” perceived by the members of the Philadelphia Chapter, SLA. But what does networking mean? In the very broadest sense, it can mean the ability to interact with colleagues and other professionals and peers – whether this interaction takes place face-to-face, e.g. at meetings and conferences, or over the telephone, via email or an electronic discussion list, chat rooms, etc. It also means KNOWING who these colleagues and professionals and peers are, and being able to connect with them. Networking is valued not only because it brings together people with similar values and objectives, but also because it allows these people to learn from one another (build on the knowledge of the people in the network) and therefore to grow.

This networking has been facilitated in the past by having meetings hosted by the Chapter to allow such networking to take place. It has also been facilitated by publishing the *Directory of Libraries and Information Sources in the Philadelphia Area*, the Membership Directory, and a newsletter (called *The Bulletin*). In addition, in recent years this networking has been facilitated by yet other means – the establishment of an electronic discussion list (SLA-PHIL), and a Chapter web site (<http://www.sla.org/chapter/cphl/>).

Networking ranked the highest in importance and among the top 5 in effectiveness in the recent member survey. Other networking themes that also ranked high in importance in the survey were: Meetings with speakers, Interaction with Peers, Meetings with Social themes. Networking was listed high as a strength of the Chapter.

4.1.2 Strategies:

4.1.2.1 To develop new ways to facilitate networking that evolve with members’ needs.

Recommendations (Goals and Objectives) to meet this strategy:

- a) Use technology to aid the process, but balance “virtual” means with important face-to-face contacts.
 - Because time is a precious factor in members’ lives, anything to facilitate networking given members’ time constraints would be best strategy
- b) Survey provided many ideas to help facilitate networking:
 - Roundtable discussions
 - Special interest groups
 - Regional meetings/groups, such as the Downtowners
 - More access to peers – (experts, best practices, mentors, sharing stories and experiences)
 - “Community of practice”

4.1.2.2 To foster volunteering in Chapter committees to strengthen networking of colleagues and develop new leaders

Recommendations (Goals and Objectives) to meet this strategy:

- a) Form buddy/assistant/apprentice to Committee Chairpersons
- allows members to get involved at a level commensurate with their other time commitments;
 - allows growth, learning and sharing among more members;
 - allows members to develop their leadership capabilities and possibly become more involved in committee or chapter leadership.

4.1.2.3 To continue to network through shared meetings with other related local and regional associations.

4.2 Advocacy of the Profession

4.2.1 Critical Issue:

Members want the Chapter to take the lead in advocacy of the profession, especially in the area served by the chapter in the Tri-State and Lehigh Valley areas. As in the case with networking, there are also different levels/meanings of this issue of advocacy.

At the general professional level this means advocacy of the information and library profession to those outside of the profession. Issues raised are: enhancing the "image" of the profession and "branding" of the Special Libraries Association and its Chapters. Outreach to those that could benefit or be served by members of the Chapter and the Association, such as local businesspeople, leaders and decision makers in organizations and corporations is also included under advocacy.

At another level, the members would like the Association and Chapter to take a more proactive role in being an advocate of information professionals, with this advocacy directed especially to the managers and leaders of the organizations in which the Philadelphia Chapter members work. The Chapter needs to help the members facilitate image building in their own organizations.

At yet a third level, the advocacy should reach some targeted populations, such as 1) new members of SLA in the areas served by the Philadelphia Chapter, 2) new members of the Philadelphia Chapter who may not be in the immediate vicinity, and 3) students who are anticipating careers in the information science and library profession.

It should be recognized that public relations is a major component of the advocacy issue at any of these levels.

4.2.2 Strategies:

4.2.2.1 To re-align Chapter governance and responsibility to better position the Chapter to meet concerns of advocacy.

Recommendations (Goals and Objectives) to meet this strategy:

- a) Establish that one of the Chapter Directors take stewardship responsibility for public relations and advocacy and act as the Chapter Board (voting) representative/advocate in these issues.
- b) The stewardship responsibility shall include:
 - Directing the formulation of the annual goals and objectives for public relations and advocacy in partnership with the respective committee chairpersons
 - Ensuring that these goals and objectives are aligned with the Chapter's strategic goals
 - Coordinating the efforts of the respective committee chairpersons in the arena of public relations and advocacy
 - Communicating progress towards the goals and objectives to the Chapter Leadership, the extended Chapter Board and Chapter members.
- c) The establishment of this responsibility for a Chapter Director will:
 - allow some continuity to programs/plans towards advocacy (3 yrs instead of yearly)
 - show that the Chapter is serious about the importance of this aspect
 - assure that Public Relations and advocacy is raised to the level of importance it deserves and members expect
 - raise the level of awareness of PR/image/branding to membership

4.2.2.2 To promote awareness of value of profession and members' contributions in their own organizations

Recommendations (Goals and Objectives) to meet this strategy:

- a) Publish notices of Awards and other Chapter activities via news releases, etc.
- b) Recognize Volunteers and active members in Chapter in publications and news releases for use in company newsletters, company intranets, Chapter web site, etc.
- c) Explore Chapter awards in partnership with vendors/sponsors.
- d) Explore special appreciation awards to employers of members

4.2.2.3 To target outreach and advocacy to different groups, such as new SLA Chapter members, students, CEOs of startup companies in the Chapter area, etc.

Recommendations (Goals and Objectives) to meet this strategy:

- a) Develop a plan to target different groups (e.g. CEOs of startup companies in region, students in local universities with plans for information careers, managers of large corporations)
- b) Promote outreach to students in information profession
- c) Provide mentors, better relationship with Drexel University
- d) Outreach to new members of SLA or of the Chapter, such as providing a new member package.
- e) Explore outreach to young adults (e.g., via weekend programs at the Free Library and Teen Career Days).

4.3 Professional Development

4.3.1 Critical Issue:

Professional development is viewed as a strength of the Philadelphia Chapter; however, the member survey results indicated that professional development (e.g. continuing education) had the third largest ratings gap between how *important* members felt this issue is and how *effective* the Chapter is in meeting this. (See the appendix for more details).

A major challenge that confronts the Philadelphia Chapter in providing professional development opportunities to its members is that there is currently no formal requirement of continuing education credits for members of SLA, such as in some other information associations (e.g. Medical Libraries Association) and professions (medicine, law, pharmacy). However, professional development and continuing education are prerequisites for the continual renewal of the skills and capabilities of Philadelphia Chapter members as information professionals. This constant updating and learning of new skills helps make the members more valuable to their respective employers, provides greater job satisfaction, and enables professional growth.

Although technology is still a major concern and challenge for keeping up professionally, the Technology Day offering of the Chapter was an area where members thought the Chapter was putting too many resources (*effectiveness* was very high) compared to its overall *importance* rating. Perhaps technology itself can be put to work to help deliver professional development and continuing education opportunities to the Chapter members via new modes.

4.3.2. Strategies:

4.3.2.1 To re-align Chapter governance and responsibility to better position the Chapter to meet concerns of professional development.

Recommendations (Goals and Objectives) to meet this strategy:

- a) Establish that one of the Chapter Directors take stewardship responsibility for professional development and act as the Chapter Board (voting) representative/advocate in these issues.
- b) The stewardship responsibility shall include:
 - Directing the formulation of the annual goals and objectives for professional development in partnership with the respective committee chairpersons
 - Ensuring that these goals and objectives are aligned with the Chapter's strategic goals
 - Coordinating the efforts of the respective committee chairpersons in the arena of professional development
 - Communicating progress towards the goals and objectives to the Chapter Leadership, the extended Chapter Board and Chapter members.
- c) The establishment of this responsibility for a Chapter Director will:
 - Provide continuity to programs/plans towards professional development/continuing education
 - Show that the Chapter is serious about the importance of this aspect
 - Assure that Professional development is raised to level of importance it deserves and members expect
 - Raise the level of awareness of professional development to membership

4.3.2.2 To explore new and creative means to provide professional development/continuing education (CE)

Recommendations (Goals and Objectives) to meet this strategy:

- a) Explore distance learning, learning from peers (roundtable, stories, best practices, mini-technology sessions, vendor shows)
- b) Explore ways to help members justify attendance at CE courses, such as by providing statement of benefits, etc..

4.3.2.3 To partner with other local associations or universities to provide wider range of continuing education experiences

Recommendations (Goals and Objectives) to meet this strategy:

- a) Collaborate with Drexel University's CE courses' curriculum to meet members' needs
- b) Explore funding opportunities to co-develop CE courses with other organizations.
- c) Partner with other local organizations, such as HSLC, Palinet for CE and professional development

4.3.2.4 To blend advocacy concerns with professional development

Recommendations (Goals and Objectives) to meet this strategy:

- a) Provide recognition to members that attend CE courses or professional development
- b) Target different segments of member groups as in advocacy goals
(new or younger members, solo/boutique librarians, potential members, etc)

4.4 Membership -- Retention and Growth

4.4.1 Critical Issue

Board members felt that the issue of membership totals was important. Although the Philadelphia Chapter has experienced some growth in number of members in the last 5 years, it was felt that we should not rest on our laurels. The increase in membership in 2000 could have been due to the fact that this chapter hosted the SLA Annual conference, held in Philadelphia. There is also concern at the Association level that overall membership is decreasing. The retention of members throughout their professional careers and at the different stages of their careers is a concern.

The vision of the Chapter is to be the association of choice for information professionals in the Delaware Valley. In order to aspire to this vision, the Chapter (and SLA) must be seen as providing "value" and "benefit" to the members over and above the monetary cost of membership. It is the belief of the Strategic Planning Committee that, if the Chapter can address the other three strategic issues listed above and provide flexible, innovative programs with goals and objectives that address these core issues, then there will be an increased perception of the value of joining and participating in SLA and the Philadelphia Chapter.

4.4.2 Strategies:

4.4.2.1 To raise awareness of importance of Membership Committee

Recommendation (Goals and Objectives) to meet this strategy:

- a) Establish that one of the Chapter Directors take stewardship responsibility for membership retention and growth and act as the Chapter Board (voting) representative/advocate in these issues.
- b) The stewardship responsibility shall include:
 - Directing the formulation of the annual goals and objectives for membership retention and growth in partnership with the respective committee chairperson(s).
 - Ensuring that these goals and objectives are aligned with the Chapter's strategic goals.
 - Coordinating the efforts of the respective committee chairpersons in the arena of membership retention and growth.
 - Communicating progress towards the goals and objectives to the Chapter Leadership, the extended Chapter Board and Chapter members.

4.4.2.2 To target different segments of potential members to attract new members

Recommendations (Goals and Objectives) to meet this strategy:

- a) Target Students (also see above in advocacy section)
- b) Target Information professionals new to area

4.4.2.3 To use creative means to retain current members and increase their participation

Recommendations (Goals and Objectives) to meet this strategy:

- a) Renew programs to keep things fresh
- b) Offer special recognition of long-term members
- c) Develop and offer new programs for 'retirees', e.g. ways to have them mentor, still be active in profession
- d) See recommendations under 4.1.2.2 also.

4.5 Overall Strategies:

4.5.1 To align/realign Chapter leadership/governance to best address strategic issues and goals

This will demonstrate the recognition of the importance of the critical issues for the Chapter – networking, advocacy, professional development and membership retention and growth. This may mean that the Chapter Bylaws may need to be reexamined or possibly changed.

4.5.2 To develop coordinated Program Goals and Objectives for each Chapter Committee

Group and committee program goals and objectives should be established at the beginning of each Chapter year; these program goals and objectives should be in alignment with the strategic goals of the Chapter as approved by the Chapter Executive Board leadership.

Characteristics of these goals and objectives are:

- Written
- Blend of short term and longer term goals
- Measurable
- Fiscally sound
- Creative

4.5.3 To promote to the Chapter membership the awareness of and alignment with the Strategic Goals of Chapter

The Chapter Strategic Goals and the Program Goals and Objectives should be communicated to the members. Feedback from the members should be considered, but the ultimate responsibility for carrying out the objectives to meet the goals of the Chapter will still remain with the Chapter leadership, i.e. the Chapter Executive Board and Committees.

Section 5. Appendices

5.1 Membership Survey

A copy of the membership survey that was sent to all Chapter members in November, 2000 is shown below.

**Philadelphia Chapter
Special Libraries Association
Member Survey , November, 2000**

PART I.

General demographic information:

1. Your Age ___ (20 – 30) ___ (31 – 40) ___ (41 – 50) ___ (51 – 60) ___ (60+)
2. Your Sex ___ Male ___ Female
3. Your Race ___ Afro American ___ Asian ___ Caucasian ___ Other (please specify other)

4. Current Employment Status (please select all that apply)

- ___ Employed Full Time ___ Employed Part Time ___ Full Time self-employed ___ Part time self-employed
___ Unemployed ___ Retired ___ Student

5. Number of years as an information professional/ librarian _____

6. Number of years with current employer _____

7. Current employer's principal line of trade or service.

_____ (e.g. academic, museum, communication, oil, legal, hospital)

8. What is your current job title? _____

9. How long have you held your current position? From _____
(Date e.g. 10/97 -)

10. Has your job title changed during your current employment at your present location?

- ___ Yes (please answer questions 11 - 13 and skip 14 & 15)
___ No (please skip 11 - 13 and answer question 14 & 15)

11. What was your former job title: _____ ?

12. Reason for change _____
(e.g. promotion, change in duties, better fits responsibilities)

13. Did a salary increase accompany changes in title / responsibilities?

- ___ Yes ___ No

14. Would you change your job title? ___ Yes (please answer question 15)
 ___ No (please skip question 15)

15. What would you change your job title to say? _____

16. Number of full time or equivalent librarians/ information professionals in your organization.

17. Total Number of years in SLA _____ 18. Number of years in Philadelphia Chapter of SLA _____

19. Please list all current professional association memberships, including non-library (e.g. SCIP, GPLLA, AMA, American Chemical Society)

PART II.

The following are some of the services and opportunities provided by SLA, Philadelphia Chapter. Please indicate *how important these services are* to you as a member of the Chapter (1 being low importance and 5 being high importance). Then, please indicate *how effective the Chapter is* in providing that service or opportunity (1 indicating poorly effective and 5 is excellent).

Services/Opportunities	How important to you?						How effective is chapter in providing this?				
	Low				High		Poor				Excellent
Ratings key (1 = low, 5 = high)	1	2	3	4	5		1	2	3	4	5
<i>Professional:</i>											
Awareness of Profession to those outside of profession											
Image Enhancement of Profession											
Personal networking											
Legislative Involvement											

Services/Opportunities	How important to you?						How effective is chapter in providing this?				
	Low				High		Poor				Excellent
<i>Meetings:</i>											
Meetings having speakers/ programs											
Networking/Social Meetings											
Interaction with Peers											
Employment Opportunities											
Continuing Education Programs											
Community Involvement											

Services/Opportunities	How important to you?						How effective is chapter in providing this?				
	Low				High		Poor				Excellent
<i>Publications:</i>											
Chapter Bulletin print edition											
Chapter Bulletin web edition											
Chapter Electronic Discussion List											
Directory of Special Libraries and Information Sources in the Phila. Area print edition											
Directory (same as above) with limited information in web edition											

Services/Opportunities	How important to you?						How effective is chapter in providing this?				
	Low				High		Poor				Excellent
<i>General:</i>	1	2	3	4	5		1	2	3	4	5
Chapter Web Site											
Chapter Awards to members											
Chapter Awards/Scholarships to Students											
Biennial Technology Day											

PART III.

1. What additional *services or opportunities* would you like the Philadelphia Chapter, SLA to offer to members?

2. What do you feel are the *top 3 strengths* of the Philadelphia Chapter, SLA?

3. In what three areas do you feel that the Philadelphia Chapter, SLA could *improve*?

4. What are the *major 3 challenges or issues* facing you in your current position?

5. How can the Philadelphia Chapter, SLA help you *meet those challenges*?

PART IV.

Please indicate if you agree or disagree with the following statements:

	Strongly Disagree					Strongly Agree	
	1	2	3	4	5		NA
1. I wish the Philadelphia SLA Chapter would do more lobbying.	1	2	3	4	5		NA
2. The Philadelphia SLA Chapter enhances the perception of librarians and information professionals to those outside the profession.	1	2	3	4	5		NA
3. The Philadelphia SLA Chapter is good for training and continuing education in the profession	1	2	3	4	5		NA
4. The Directory of Special Libraries and Information Centers in the Delaware Valley published by the Chapter should be available in its entirety on the Chapter web site.	1	2	3	4	5		NA
5. The Chapter should continue to provide programs and meetings in cooperation with other local associations as appropriate.	1	2	3	4	5		NA
6. My employer would support an institutional membership with the Philadelphia SLA Chapter.	1	2	3	4	5		NA
7. My employer would be willing to make a corporate contribution to support the Philadelphia SLA Chapter.	1	2	3	4	5		NA

Thank you for participating and contributing your perception of the Philadelphia Chapter of SLA. We wish to afford you every opportunity to include any additional comments below (or on reverse).

Confidential Option

Would you share your current salary range (annual basis)? (numbers in \$ thousands)

- (Less than \$10) (\$10 - \$20) (\$20 - \$30) (\$30 - \$40) (\$40 - \$50)
- (\$50 - \$60) (\$60 - \$70) (\$70 - \$80) (\$80 - \$90) (\$90 - \$100)
- (\$100 - \$150) (\$150 - \$200) (\$200 - \$500) (\$ over \$500,000)

RETURN COMPLETED SURVEYS TO:
Luray M. Minkiewicz

In addition, *and as an optional contact exploration*. please include your name, daytime phone or email so we may inquire about specific details for further clarification. Again, your name is asked only as an option. It is included on a separate page of the survey and will be separated after any clarification via phone or email so specific responses cannot be connected to you in the compilation of the survey results.

Name _____ Phone _____

Email _____

Thank you again for your valued reply and investment in the Philadelphia Chapter of the Special Library Association.

Philadelphia Chapter, SLA
Strategic Planning Committee, 2000-2001

Luray Minkiewicz
Penny Young
Sheryl Panka-Bryman

Stephen Marvin
Karen Forte

11/00

**RETURN COMPLETED SURVEYS TO:
Luray M. Minkiewicz**

5.2 Member Survey Results Summary

All survey results were tabulated into a Microsoft Access database. Overall trends are reported below. The detailed data can be used to develop specific tactics for the strategic goals.

1. Results of Member Survey (~422 sent out)
 - a. 97 total surveys received (approx 23% return rate)
 - b. Survey part 1 – demographics; job titles, other memberships
 - i. Most respondents are female; most 41-50 in age and Caucasian
 - ii. Most popular “Other association memberships” held: ALA, GPLLA, AALL, MLA, PLA
 - iii. 56% of respondents from Pharmaceutical, Academic, Legal, Chemical organizations..
 - c. Survey Part 2 – Importance vs. Effectiveness (19 categories total)
 - i. **Highest in Importance:** (ratings out of 5)
 1. Personal Networking (4.33)
 2. Meetings with speakers (4.15)
 3. Interaction with Peers (4.07)
 4. Continuing Education (4.01)
 5. Social meetings (3.92)
 6. Awareness of profession to those outside of profession (3.83)
 7. Image enhancement of profession (3.81)
 - ii. **Lowest in Importance:**
 1. Community Involvement (2.62)
 2. Legislative Involvement (2.66)
 3. Awards to Members (2.78)
 4. Bulletin, print edition (3.07)
 5. Technology Day (3.11)
 6. Bulletin, web edition (3.18)
 - iii. **Top in Effectiveness:** (ratings out of 5)
 1. Directory of Special Libraries, Print ed. (4.22)
 2. Social Meetings (4.08)
 3. Personal Networking (4.04)
 4. Meetings with speakers (4.04)
 5. Interaction with Peers (4.04)
 6. Technology Day (4.00)
 7. Bulletin, print ed. (4.00)
 - iv. **Lowest in Effectiveness:**
 1. Legislative Involvement (2.85)
 2. Community involvement (2.87)
 3. Awareness of Profession to those outside of profession (3.05)
 4. Image enhancement of Profession (3.14)
 5. Directory, limited web ed (3.51)
 6. Continuing Education (3.59)

v. Gaps between Importance & Effectiveness

1. Imp > Eff (areas where Chapter should do more) (Gap => +0.40)

Rank	Imp	Eff	Gap
Aware of Prof	3.83	3.05	0.78
Image enhancement	3.81	3.14	0.67
CE Programs	4.01	3.59	0.42

2. Eff > Imp (areas where Chapter is putting resources that have lower importance to members) (Gap is equal to -0.40 or less)

Rank	Imp	Eff	Gap
Awards to members	2.78	3.94	-1.16
Bulletin, print ed	3.07	4	-0.93
Technology Day	3.11	4	-0.89
E-discussion list	3.25	3.91	-0.66
Awards to students	3.19	3.79	-0.6
Bulletin, web ed	3.18	3.64	-0.46
Directory, print ed	3.77	4.22	-0.45

3. Imp ~ Eff (areas where Chapter is about as effective as members think important) (Gap = 0.0 +/-0.25)

Rank	Imp	Eff	Gap
Mtg w/ speakers	4.15	4.04	0.11
Interaction w/Peers	4.07	4.04	0.03
Employment Opp	3.75	3.82	-0.07
Chapter web site	3.59	3.73	-0.14
Social meetings	3.92	4.08	-0.16
Legislative Involvement	2.66	2.85	-0.19
Community Involvement	2.62	2.87	-0.25

- d. Survey Part 3 –SWOTs: Strengths, Weaknesses, Opportunities, Threats
 - i. Strengths:
 - networking opportunities;
 - enthusiastic, diverse members;
 - programming/professional development
 - ii. Weaknesses/ Improvements.
 - Issues of outreach/pr/image (students, new members, other professions);
 - continuing education;
 - programming
 - iii. Challenges to profession :
 - Technological change and evaluation;
 - communication with and recognition of role/value of profession (esp. to upper management);
 - budget issues;
 - time management/prioritization;
 - staff management.
 - iv. How SLA Chapter can help meet challenges:
 - Ideas for programs/meetings (informal; roundtable discussions, satellite programs, regional; more access to peers/experts/sharing stories/best practices, mentoring;
 - PR/Marketing/outreach (within and outside of orgs; students);
 - CE courses/programs (distance learning).
 - v. Other opportunities/services:

(closely matches those in section iv above)
 - vi. Threats:
 - Issues of members’ time to attend Chapter activities, to volunteer for Chapter needs, to become ‘involved’
 - Cost of membership in Association; cost of Chapter activities
 - Financial basis for Chapter (members, members’ employers, vendors/sponsors)

- e. Survey Part 4 – Agree/Disagree
 - i. Rank of answers (1 disagree – 5 agree)

Programs, mtgs with other local associations	4.47
Directory should be on web in entirety	3.89
Chapter is good for traing and CE in profession	3.78
Chapter enhances perception of prof to outside	3.29
Chapter should do more lobbying	2.63
Employer support institutional membership	2.34
Employer make corp contribution to Chapter	1.6

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