

NHLTA Action Plan for 2018

Improve NHLTA Engagement and Communication with its Members

Action Item	Responsible Person	Date to Be Completed	Status
GOAL A: Expand NHLTA's service to North Country and Carroll County libraries			
1. Analyze North Country libraries – how many are there vs how many are members	Marty	2018, Q1	
2. Research strengths and weaknesses of northern libraries - what are their needs? Survey?	No. Country Task Force – Marty, Tom Ladd, Shelburne trustee, Susan	2018, Q3	
3. Create plan in response to survey/research results	North Country Task Force	2018, Q4	
GOAL B: Improve Communications with Members			
1. Facebook page - investigate - sense of what it takes to maintain with weekly content?	Communications	2020	
2. Survey members on needs/satisfaction with services and programs	Member Survey Task Force: Mary, Jan, Katrinka, Susan	2018, Q2	
3. Analyze results of trustee feedback	Member Survey Task Force	2018, Q3	
4. Develop a one-page NHLTA handout (bookmark/flyer) for conferences, regional meetings and workshops listing – <ul style="list-style-type: none"> • Mission, Website, How to contact NHLTA • Spring Conference date 	Communications Comm	2018, Q1	
5. Drive NHLTA members to the NHLTA website <ul style="list-style-type: none"> • Quarterly, in Newsletter article include links to specific, new and timely website items e.g. in the 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 • Put the Website IP address boldly on page one of the newsletter 	Communications Comm Education Communications Katrinka/Connie	2018, Q1 and ongoing	
6. Obtain more member email addresses <ul style="list-style-type: none"> • Analyze which libraries do not include email addresses for members. • Include a required space for personal email address on registration forms • Include an article reminding people to include their email address when they renew membership. • Update the database of email addresses ongoing 	Marty Education Katrinka Marty, Judy P	2018, Q1 and ongoing	

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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	
2. Review/revise website to facilitate access to information and process to update content	Communications	2018, Q4	

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Assure the Future of NHLTA through Strategic Board and Committee Recruitment

Action Item	Responsible Person	Date to Be Completed	Status
GOAL D: Recruit New Members to Board and Committees			
Recruit prospects at Regional meetings Advertise the need for Board members at workshops, Conferences and in newsletters	All	2018 and ongoing	
Ask Library Directors and current Library Trustee Chairs for referrals	Governance	2018, Q3	
Identify interested prospects from survey responses <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	
Ask current Board members to identify replacements when they retire from the Board	All	ongoing	

GOAL E: 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) – this chart identifies key skills and the people who can define those skills			
Writing/editorial <ul style="list-style-type: none"> ● Develop required skills list ● Identify key duties 	Katrinka/Connie	2018, Q1	DONE
Curriculum development <ul style="list-style-type: none"> ● Identify member needs ● Design a balanced program ● Identify presenters ● Expand delivery modes 	<ul style="list-style-type: none"> ● Jan ● Liz ● Education Committee 	2018, Q2 and ongoing	
General Management <ul style="list-style-type: none"> ● Develop required skills list ● List duties; due dates for reports 	<ul style="list-style-type: none"> ● Susan ● Ed 	2018, Q3	
Financial <ul style="list-style-type: none"> ● Develop required skills list ● List duties; due dates for reports ● Capture institutional knowledge 	<ul style="list-style-type: none"> ● Mark 	2018, Q 3	
Website management and oversight <ul style="list-style-type: none"> ● Develop required skills list 	<ul style="list-style-type: none"> ● Connie 	2018, Q2	
Mitigate impact of the loss of critical skills from the Board <ul style="list-style-type: none"> ● Identify outsourcing options ● Recruit people to committees and to the Board who have these skills 	Exec. Comm Gov. Comm	2018, Q1-3 ongoing	