2025 – 2030 Strategic Plan

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Overview

Since 1973 MASL has created a community to support school librarians in growing as leaders, advocates and professionals for the betterment of Michigan students.

Our new strategic plan focuses on the establishment of exemplary school libraries as defined by the Library of Michigan's benchmarks for 21st Century School Libraries which states:

✓ If an elementary school building: Fully certified school librarian (MDE ND/NQ endorsement) working at least .5 FTE or higher in assigned building.
✓ If a middle school building: Fully certified school librarian (MDE ND/NQ endorsement) working full-time in assigned building.
✓ If a high school building: Fully certified school librarian (MDE ND/NQ endorsement) working full-time in assigned building.
✓ Staffed with adequate support staff per building.

Vision and Mission

Vision

The Michigan Association of School Librarians empowers members as leaders to create exemplary libraries where all students grow as learners, read for joy, and become engaged global citizens.

Mission

Exemplary School Libraries for Every Michigan Student

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Values

- Lead with Purpose
- Teach
- Collaborate
- Shape Welcoming Environments

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Strategic Goal #1

Membership Engagement
Our volunteer organization relies on its members to find value in serving on the board, committees, regions, and interest groups. Members desire to share the load of this work and expressed a need for clear communication, direction, and flexibility to participate. Members need mentorship to build confidence in leadership.

Objectives:

- Fill all organizational positions.
- Provide professional, transparent, timely, and relevant communication to members.
- Provide formal mentorship for new librarians and new organizational leaders.

HOW

- Establish a password protected jobs board on our website.
- Add a mentor designation to our membership database for new librarians and board members to connect with.
- Coordinate all communications (newsletter, website, social media, and list serv) for unified messaging to meet strategic goals.
- Offer leadership training to all members at our annual conference.

Strategic Goal #2

Michigan School Librarianship
Only 24% of Michigan schools have certified librarians. MASL members want to increase the number of certified school librarians by leveraging state standards, collaborative partnerships across disciplines, and advocacy.

Objectives:

- Increase numbers of certified school librarians.
- Increase collaboration partners.

HOW

- Partner with MDE to establish library learner standards and a school library consultant to advise districts.
- Increase the demand for school librarians through dialogue with school administrators.
- Identify legislative partners and opportunities for new legislative action requiring school libraries and with certified staff in every school.
- Establish collaborative learning opportunities with teachers.
- Pursue collaborations with partners and exhibitors beyond the annual conference.

Strategic Goal #3

Community Outreach and Impact
School librarians are the change agents in the communities they serve. Authentic relationships and representation are vital to student success and professional growth. MASL must create a recruitment strategy that increases representation in the field. MASL must also foster community relationships that increase investment in school libraries from local businesses, school boards, teachers, administrators, and parents. Finally, library collections must be representative of the student body and world that students may encounter outside of the school walls.

Objectives:

- Increase community programming and advocacy.
- Increase representation in school library staffing.
- Increase representation in library resources and collections.

HOW

- Research funding opportunities and career data for underrepresented groups in our field and develop a plan of action for recruitment to the field.
- Systematically share community programming, activities, and volunteer opportunities so that school library impact is noticed across grade levels, subjects, and communities.
- Expand marketing for the MISelf in Books list.
- Expand professional development opportunities focused on creating inclusive library environments.

When & Who

The Executive Committee will determine a timeline for strategic action by March 2026 through March 2030.

The Executive Committee will assign tasks to established committees or establish new committees for the execution of this work.