

REFORMA 2012 Strategic Plan

**Board of Director's Meeting
June 24th, 2012 – 8 a.m. to 10 a.m.
Hilton Hotel–Anaheim, CA**

1) REFORMA needs to examine the participation, responsibilities, and relationship of members- National Chapters & Members-at-Large relations.

- Opportunity – reorganize REFORMA organizational structure with eventual goal to decrease size of the board and improve communications.
 - Task force to look into associations about our size.
 - Tension between representation and efficiency
- Develop webinar orientation programs for executive board members and chapters leadership.
- Continue working with chair of electronic newsletter.

2) REFORMA needs to improve communications.

- Create overview of communications methods with national and chapters (AMS, Facebook and Twitter)
- Revamp how we communicate internally and externally.
- Opportunity – current things happening to highlight, e.g., Francisco Vargas and AMS chapter updates.

3) REFORMA needs to increase recruitment and mentoring programs to increase the numbers of library employees and professionals.

- Action partially met with creation of Mentoring Committee.
 - [Maria named chair of committee.]
- Opportunity – more with support staff who are not on MLS track, in conjunction with ALA.

4) REFORMA needs to increase REFORMA membership.

- Stabilization of membership after transition to AMS.
 - Issue of continuity – full membership needs to vote on some things, not others. Don't forget retention.
- Create network of LIS educators to create inroads into library schools and recruit LIS students. Include NCATE accredited programs as well as ALA programs.
- [How do we welcome new members, retain them, encourage them to participate, etc.?.]
- Ensure connection between Membership Committee and AMS Manager.

5) REFORMA needs to gather organizational data and document the contributions of members.

- Create institutional repository for association records. Call upon membership to contribute materials to serve as basis of institutional memory.
 - For photos, create naming conventions including year and format.
- Presidents need to be more encouraged to send to REFORMA Archives. Understanding – what does exist in this storage. Sal has received nothing from many presidents in many years-need to be clear definition between records management and archives.
- Obtain from Sal Güereña those materials that we would want. Include digital archive. Is there a place to archive minutes on AMS? Get explicit guidelines from Sal as to what should be included in the archives. What goes to him, what goes to institutional repository?
- Denice will gather data on contributions of REFORMA member's by Annual 2013.

6) REFORMA plans to hold another National Conference.

- JCLC and RNC are continuing.
 - JCLC 2 – Kansas City, 2012
 - RNC 5 – Plan
 - Maria & Denice will appoint a planning committee for RNC 5.

7) REFORMA needs to increase financial resources.

- Multiple fundraising venues.
 - REFORMA Educational Foundation has been established to continue fundraising efforts.
 - Continuation of RNC as fundraising mechanism.
- Identify human resources and intellectual capital.
 - Increase knowledge and utilization of other resources available to the organization, e.g., people resources, electronic resources, etc.
 - Sarah – are we ongoing with accountants? Can they advise us as to how long to keep financial data?

8) REFORMA continues as a recognized authority for services to Latinos/Spanish-speakers.

- Work with ALA 2015 International Strategic Plan
- Identify members involved in other organizations
- Partner with major divisions, as we did with ALSC for ECRR and Día, OIF
 - Opportunity: look at major divisions and do partnerships with them.
- Peer reviewed journal.