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.

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.

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.

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.

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.
  o 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.
  o JCLC 2 – Kansas City, 2012
  o RNC 5 – Plan
    ▪ Maria & Denice will appoint a planning committee for RNC 5.

7) REFORMA needs to increase financial resources.

• Multiple fundraising venues.
  o REFORMA Educational Foundation has been established to continue fundraising efforts.
  o Continuation of RNC as fundraising mechanism.
• Identify human resources and intellectual capital.
  o Increase knowledge and utilization of other resources available to the organization, e.g., people resources, electronic resources, etc.
  o 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
  o Opportunity: look at major divisions and do partnerships with them.
• Peer reviewed journal.