

CASLIS

CANADIAN ASSOCIATION OF SPECIAL LIBRARIES AND INFORMATION SERVICES

Canadian Association of Special
Libraries and Information Services
(CASLIS)
Strategic Plan
2003 - 2008
June 22, 2003

*A Division of the Canadian Library Association
328 Frank Street
Ottawa, Ontario K2P 0X8*

Agenda

- Strategic Planning Process
- Member Involvement
- Review Period
- Future Directions
- Question Period

Strategic Planning Process

- Strategic Planning Principles (May 2002)
- Introduction (April 2002)
- CASLIS Mission (April 2002)

The logo for CASLIS, featuring the acronym in a large, red, serif font with horizontal lines above and below it.

CANADIAN ASSOCIATION OF SPECIAL LIBRARIES AND INFORMATION SERVICES

Mission

The Canadian Association of Special Libraries and Information Services (CASLIS) exists to support and strengthen the community of Canadian information professionals who serve specialized clientele or work in specialized settings. CASLIS provides opportunities for learning, information exchange and networking to its members. CASLIS is an advocate for its community and promotes the value and skills that its members offer to employer organizations and the public.

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Strategic Planning Process

- Strategic Planning Principles (May 2002)
- Introduction (April 2002)
- CASLIS Mission (April 2002)
- CASLIS Vision (June 2002)
- CASLIS Values (June 2002)
- CASLIS Beliefs (June 2002)
- Member Feedback (June 2002)

Strategic Planning Process

- Trend Analysis (April 2002)
- Situational Analysis (SWOT) (May 2002)
- Member Feedback (June 2002)

Strategic Planning Process

- Survey (July 2002)
- Aggregate Survey Results (October 2002)
- Survey Comments Analysis (Revised SWOT) (November 2002)

Strategic Planning Process

- Focus Group Planning Documents (September 2002)
- Focus Group Feedback (October 2002)
- Focus Group Analysis (Revised SWOT) (November 2002)

Strategic Planning Process

- Aggregated SWOT Analysis (November 2002)
- Goals (December 2002)
- Objectives (January 2003)
- Member Feedback (February 2003)

Strategic Planning Process

- Draft Strategic Plan Completed (March 2003)
- Member Feedback (April 2003)
- Presentation (June 2003)
- Revision

Member Involvement

- CASLIS members, Non-members, local chapters consulted throughout the entire process
- The low rate of participation from members was disappointing at times
- Survey had good levels of participation

Review Process

- The CASLIS National Executive will review the CASLIS Strategic Plan annually and make necessary revisions.
- We will also engage the chapters for yearly feedback.
- The National Executive will also keep members informed on the completion of the strategic goals outlined in the plan at the Annual General Meeting.
- Towards the end of the life span of this Strategic Plan (2008), a review committee should be struck by CASLIS National to renew the document.

Future Directions – Priorities for Action

- Effective starting with the 2003-2004 National Executive.
- CASLIS National will work with local Chapter Executives on implementing the strategic plan, including the goals and objectives.

Future Directions – Priorities for Action

- 3b. CASLIS will restructure the governance of the division and the chapters to clarify the roles and responsibilities of each level of the organization.
- 3e. CASLIS will create and market a brand identity for the division and its chapters.
- 1b. CASLIS will develop and implement a member recruitment and retention plan.
- 3a. CASLIS will compile and make available best practices for chapter administration and leadership.

Future Directions – Priorities for Action

- 3d. CASLIS will develop and implement a volunteer recruitment and reward plan to encourage active participation in CASLIS and skill development by member volunteers.
- 2b. CASLIS will leverage technology, partnerships and existing opportunities to enable access to continuing education, regardless of members' geographic location.
- 2c. CASLIS will develop programming guidelines.

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CANADIAN ASSOCIATION OF SPECIAL LIBRARIES AND INFORMATION SERVICES

Strategic Planning Committee

- Tracey Palmer (CASLIS National President)
- Helen Kula (CASLIS National Director)
- Robyn Stockand (CASLIS Toronto Member)
- Anne Chesnutt (CASLIS Atlantic Member)
- Claudette Cloutier (CASLIS Calgary Member)
- Stephen Porrior (CASLIS Manitoba Member)

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- CASLIS National
 - A special thanks to Helen Kula and Mia Yen
- Strategic Planning Team
- Chapters
 - A special thanks to Toronto who provided financial support
- Survey Participants
- Focus Group Participants (especially moderators and recorders)
- Sister organizations

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Questions?

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