



Florida Health Sciences Library Association

Strategic Plan

The Strategic Planning and Executive Committees have identified key areas of focus for the success of the Florida Health Sciences Library Association. Responsibility for the implementation of this plan is entrusted to all active FHSLA members, including those in elected and appointed leadership positions.

I. Membership

Goal: FHSLA will maintain, develop, and promote an active membership base that is representative of all aspects of medical librarianship in the state of Florida.

Objectives:

1. Maintain and increase membership annually.
 - a. Develop a marketing plan for recruitment and retention of members.
 - b. Obtain membership directories of professional organizations, library schools, student organizations, and other potential members from within the state of Florida on an annual basis and extend a membership invitation to them.
 - c. Promote becoming a member of FHSLA in conjunction with FHSLA Annual Meeting marketing materials.
 - d. Promote becoming a member of FHSLA at meetings of allied organizations.
 - e. Facilitate the FHSLA Ambassador program for first-time attendees to the FHSLA Annual Meeting. Ambassadors are identified as members of FHSLA leadership and assigned to first-time meeting attendees by the Program Chair (Vice President).
 - f. Encourage attendance and participation in the FHSLA Annual Meeting to members and non-members alike.
2. Increase and promote involvement and networking of FHSLA members.
 - a. Invite new members to identify and join committees of interest.
 - b. Use website, email listserv, social media, newsletter, membership renewal notices, FHSLA Annual Meeting, and other platforms of communication to publicize activities of committees and solicit membership involvement.
 - c. Include activities at the FHSLA Annual Meeting that encourage collaboration and networking among the FHSLA membership and address specific needs of current and active members.

II. Professional Development

Goal: Provide support for the changing roles of the membership through FHSLA activities.

Objectives:

1. Facilitate discussions of emerging topics of interest to the profession via the FHSLA Annual Meeting, website, email listserv, social media, newsletter, and other platforms of communication.
2. Survey the membership as needed on areas of interest for speakers, continuing education opportunities, organizational activities, etc. Survey results may be used to help identify and plan educational and professional development activities.
3. Provide opportunities for continuing education that meet the needs of the diverse FHSLA membership.

III. Collaborative Relationships

Goal: Develop collaborative relationships with other information and healthcare professionals, and organizations.

Objectives:

1. Consider partnerships with members of other associations and organizations in areas of mutual interest, including:
 - a. Colleges and universities
 - b. Community associations/organizations
 - c. Local/State governments
 - d. National Network of Libraries of Medicine, Southeastern/Atlantic Region (NN/LM, SE/A)
 - e. Nonprofit associations/organizations
 - f. Professional associations/organizations