**SC/MLA: The Southern Chapter Strategic Plan (Revised, Oct 2017)**

The purposes of the Southern Chapter of the Medical Library Association are to:

• promote excellence in health through timely access to information

• promote and stimulate interest in health sciences libraries/health sciences information management

• provide continuing education and informational opportunities in health sciences librarianship to support lifelong learning

• promote interest and membership in the Medical Library Association (MLA)

• provide a channel of communication between Chapter members and MLA

• provide opportunities for the exchange of ideas and information

• provide a network of health sciences librarians

• promote and foster cooperation among medical and allied health sciences librarians

• promote legislation supportive of the health sciences and health sciences libraries

**GOAL 1:** Southern Chapter/MLA (SC/MLA) facilitates each member's achievement of a learning continuum that enables professional growth and acquisition of skills required for a successful career in an ever changing field.

**OBJECTIVE 1.A** - Assist each member in the design and implementation of a plan for lifelong learning by providing quality professional development opportunities from a variety of sources including through continuing education opportunities.

**OBJECTIVE 1.B** - Recognize and encourage exceptional work of members through honors, awards, and other acknowledgements.

**OBJECTIVE 1.C** - Continue liaisons and/or representation with appropriate MLA committees, other MLA Chapters, and appropriate groups for the purposes of communication and coordination of educational opportunities.

**OBJECTIVE 1.D** - Promote interaction and involvement with MLA and its activities.

**OBJECTIVE 1.**E - Encourage Academy of Health Information Professionals membership for Southern Chapter members.

**GOAL 2:** SC/MLA furthers the development of the field of health sciences librarianship by promoting scholarship and research.

**OBJECTIVE 2.A** - Facilitate research in health information science by publicizing funding opportunities.

**OBJECTIVE 2.B** - Recognize and publicize research contributions of members through SC/MLA communications channels.

**OBJECTIVE 2.C** - Recognize scholarship and research of Chapter members with research awards.

**OBJECTIVE 2.D** - Recognize books of Chapter members published through the MLA Book Publishing Program.

**OBJECTIVE 2.E** - Promote access to survey tool for research purposes.

**GOAL 3:** SC/MLA facilitates the dissemination of information on library innovations and trends.

**OBJECTIVE 3.A -** Provide for Contributed Papers and Poster Sessions at the Annual Meeting.

**Objective 3.B Provide Session opportunities at Annual Meeting focusing on Hot Topics and to exchange specialized information.**

**GOAL 4:** SC/MLA ensures fiscal health of the chapter both presently and for the long term.

**OBJECTIVE 4.A** – Develop and maintain a budget where annual revenues exceed expenses.

**OBJECTIVE 4.B** - Ensure adequate funds for unanticipated expenses.

**OBJECTIVE 4.C** - Ensure that special funds/accounts of SC are administered and expended in a fiscally responsible manner to meet the needs of the association placing a special emphasis on procuring continuing funding for Chapter awards and the hospital librarians' program at the Annual Meeting.

**GOAL 5: SC/MLA** encourages excellence and leadership through communication of ideas and promotion of the organization and its programs.

**OBJECTIVE 5.A -** Hold an annual meeting every year, at locations that rotate throughout the Southeast.

**OBJECTIVE 5.B -** Publish the Chapter newsletter, *Southern Expressions*, on a regular schedule and maintain a current membership brochure for distribution at meetings and to prospective members.

**OBJECTIVE 5.C** - Host a moderated Internet discussion list, available to all Chapter members.

**OBJECTIVE 5.D -** Maintain a Chapter website with timely information for members including up-to-date Committee Manuals.

**OBJECTIVE 5.E -** Provide access to web tools (such as blogs, wikis, etc.) for members to use to conduct association business.

**OBJECTIVE 5.F** - Provide an active means of engagement into the organization by providing a list of committees on the membership registration form by which members may volunteer.

**GOAL 6: SC/MLA** develops programs and tools which foster recruitment and retention into the profession of medical librarianship.

**OBJECTIVE 6.A** –Provide the Student Membership Form and the Chapter’s Library & Information Science (LIS) Student Award to library and iSchools.

**OBJECTIVE 6.B** - SC/MLA offers activities for new members, emerging professionals, and graduate students that foster recruitment and retention.

**OBJECTIVE 6.C** - Ensure each year during the Annual Meeting that keynote speakers, continuing education instructors, paper moderators, and program committee members are culturally and

**OBJECTIVE 6.D**- Provide mentoring program for Chapter members.