

**CHILDREN'S LITERATURE ASSOCIATION
STRATEGIC PLAN 2007-2012**

ChLA Mission:

To encourage high standards of criticism, scholarship, research, and teaching in children's literature.

Goal 1: Planning for membership

Goal Statement: ChLA actively recruits members from a broad spectrum of professionals, valuing diversity, international involvement, and members new in their careers.

Strategic objectives:

- A. Identify ChLA's unique identity among various international academic organizations.

Action item: The Strategic Planning committee will draft a statement by 2009, identifying ChLA's identity and relationship to other organizations internationally involved in children's literature.

Action item: The Strategic Planning committee will communicate with the International Committee about its long-term goals. The SPC will then bring those goals to the Executive Board for discussion and will work with the President and the Board in communicating these goals to the ChLA membership.

Action item: The Strategic Planning committee will communicate with the Publicity Committee about its long-term goals. The SPC will then bring those goals to the Executive Board for discussion and will work with the President and the Board in communicating these goals to the ChLA membership.

- B. Support the Diversity Committee's ongoing commitment to increasing diversity in ChLA.

Action item: The Strategic Planning committee will communicate with the Diversity Committee about its long-term goals. The SPC will then bring those goals to the Executive Board for discussion and will work with the President and the Board in communicating these goals to the ChLA membership.

Action item: The Strategic Planning committee will support the process to establish the Diversity Committee as a standing, elected committee by 2010.

- C. Maintain long-term relationship with Management Solutions to ensure that support of membership remains stable.

Action item: The Strategic Planning Committee will review and forward recommendations about Management Solutions' contract to the Executive Board by December 1, 2007.

Accountability: This task was completed as scheduled.

- D. Standardize conference planning so members can anticipate standard features of the annual conference.

Action item: The presidentially-reconvened Conference Committee will submit its recommendations to the Executive Board for its consideration in 2008.

- E. Make available back issues of the *Children's Literature Association Newsletter* on the Website.

Action item: The *Newsletter* editors will post back issues on the website in 2008.

- F. Create a "members-only" site of the website and/or a moderated listserv for announcements only.

Action item: The ChLA administrator, in consultation with the ChLA Executive Committee, will secure a contract with an external technology firm to provide these services.

- G. Make available on-line renewal of memberships.

Action item: The ChLA administrator, in consultation with the ChLA Executive Committee, will secure a contract with an external technology firm to provide these services.

- H. Make available on-line submissions of grants and awards.

Action item: The ChLA administrator, in consultation with the ChLA Executive Committee, will secure a contract with an external technology firm to provide these services.

Goal 2: Planning for scholarship

Goal Statement: ChLA will actively facilitate the pursuit of critical excellence in children's literature scholarship by its members.

Strategic objectives:

- A. Make available all articles in back issues of *Children's Literature* through Project Muse.

Action item: ChLA will implement the November 2007 contract with Johns Hopkins University Press.

- B. Make available all articles in back issues of *Children's Literature Association Quarterly* through Project Muse.

Action item: ChLA will implement the November 2007 contract with Johns Hopkins University Press.

- C. Make back copies of paper issues more available by reducing their price and advertising their availability for purchase.

Action item: The newsletter editors and webmaster will advertise price and availability of back issues of *Children's Literature* and *ChLAQ* both in Spring 2008 *Newsletter* and on the website.

- D. Make available an electronic index of the *Children's Literature Association Quarterly*.

Action item: The *ChLA Quarterly* indexer will post complete index online by December 31, 2008.

Goal 3: Planning for finances

Goal Statement: ChLA involves itself in long-term initiatives that invest in the future of the organization and scholarship in the field.

Strategic objectives:

- A. The Strategic Planning committee will develop a dues adjustment strategy in consultation with the Treasurer and the Board.

Action item: The committee will explore standardized mechanisms and schedules for adjusting dues.

- B. The Strategic Planning committee will draft a long-term expenditure plan in consultation with the Treasurer and the Board.

Action item: The committee will, based upon decisions about the Association's identity, scholarship, publicity, and goals that have resulted from the strategic objectives stated in this document, account for new and future expenditures.

- C. The Strategic Planning committee will draft a long-term plan for investments in consultation with the Treasurer and the Board.

Action item: The committee will examine the history of ChLA investments and decide whether a change in investment strategy is warranted based on new decisions about the long-term expenditure plan.

- D. The Strategic Planning committee will draft a policy for philanthropic gifts in consultation with the Treasurer and the Board.

Action item: The Strategic Planning committee will develop a policy on public recognition of philanthropic gifts by 2009.

Goal 4: Planning for technology

Goal Statement: ChLA's technology facilitates membership involvement and scholarship in the field.

Strategic objectives:

- A. The Strategic Planning committee will recommend a routine for annual website design updating.

Action item: The Strategic Planning committee will work with the Publicity Committee to develop strategies for long-term website review.

- B. ChLA will redesign its website by 2012.

Action item: The Strategic Planning committee will work with the Publicity Committee to implement a process for examining website design and implement any needed or desired changes that make the site more aesthetically appealing, easier to use, and easier to update.

- C. The ChLA administrator, in consultation with the ChLA Executive Committee, will secure ongoing services of an outsourced technology firm in support of the following objectives:

- a. Objective 1.F: "members-only" or moderated listserv
- b. Objective 1.G: on-line renewal of memberships
- c. Objective 1.H: on-line submissions of grants and awards

Action item: By the end of 2008, the appropriate committee of the ChLA will draft a Request For Proposals to secure the services of a technology support firm.

