

**LIBRARY AND INFORMATION ASSOCIATION
OF SOUTH AFRICA
ACTION PLAN - 2016**

STRATEGIC THEMES	STRATEGIC OBJECTIVES	MEASURABLE OBJECTIVES	RESPONSIBLE PERSON(S)
1. Leadership: To provide innovative and dynamic leadership that will drive LIS in South Africa	1.1 Management of strategic stakeholder relations	<ul style="list-style-type: none"> - Follow-up on progress made with Library Schools on the need for the curriculum responding to employer needs, before 2016 Conference - Regular and professional communication with DAC, DBE, DHE, DST, Vendors, Employers, Funders/Sponsors/Donors – Letters written to all stakeholders by the end of April, addressing different relevant issues - Use all LIASA and non-LIASA platforms to raise awareness on available bursaries to study LIS – by the end of April - Address dual membership of Teacher Librarians (SACE and LIASA), before conference - Conduct a survey to determine LIASA members’ satisfaction of services delivered by the LIASA National Office: June (The role of LIASA in speaking and acting on behalf of the sector and its members) 	Segametsi Molawa Betsy Eister Rebecca Senyolo Segametsi Molawa Annamarie Goosen
	1.2 Development and implementation of strategies to take the Transformation Charter forward	<ul style="list-style-type: none"> - Table the following matters at the next NCLIS meeting for discussion <ul style="list-style-type: none"> • Explore the position of LIASA as statutory body for the LIS sector. Consult with stakeholders on the way forward: at the first NCLIS and SAQA meetings, and the relevant legislation and other relevant parties. • Commission for national legislative frameworks: Follow-up on progress made to develop Norms and Standards for Public Libraries and on the national Policy for School libraries • Develop the National LIS strategy that guides the development of the sector as a whole 	Segametsi Molawa Annamarie Goosen Nikki Crowster

STRATEGIC THEMES	STRATEGIC OBJECTIVES	MEASURABLE OBJECTIVES	RESPONSIBLE PERSON(S)
		<ul style="list-style-type: none"> - Drive for embedding Information Literacy in teacher education programmes - <ul style="list-style-type: none"> • Table for discussion at the next Conference Director’s meeting • Develop a Communication Strategy to popularize the Charter and request NCLIS to fund the strategy. • Develop a concept brief synergy of sub-sectors, to be discussed during Branch May Seminars - dispel and drive for the abandonment of the silo mentality, adopting the ecosystem approach to the management of the LIS sector: 	Rebecca Senyolo
	1.3 National Development Plan	<ul style="list-style-type: none"> - Develop a strategy to support the implementation of the National Development Plan 	Mandla Ntombela, Anele Moko, Danie Malan, Rocky Ralebipi-Simela
	1.4 Development of functioning Branch and Interest Groups leadership in Association management	<ul style="list-style-type: none"> - Develop functioning Communities of Practice led by Portfolio Holders <ul style="list-style-type: none"> • LIASA EXCO to lead, train and mentor Branches and Interest Groups Portfolio holders: Roles during May Seminar, Branch AGMs and Elections, Conference + Elections, Motions, Constitutional amendments, Financial reports, Membership drive + participate and stand for elections, Monthly reminder on elections, Elections guidelines, Librarian of the year + regular communication. • Increase awareness on leadership acumen required to manage an Association - Meaningful use of technology to communicate and manage knowledge (Google tools and Institutional Repository) 	EXCO

STRATEGIC THEMES	STRATEGIC OBJECTIVES	MEASURABLE OBJECTIVES	RESPONSIBLE PERSON(S)
	1.5 Engagement with sector stakeholders using different platforms	<ul style="list-style-type: none"> - Reports on the outcomes of engagements with Directors of different institutions such as CHELSA, Provincial Library Services, Archives, Museums, etc. (Ready for conference reporting) <ul style="list-style-type: none"> • Write letters to LIS employers and engage them on matters such as staff active participation in the profession, staff training and development, and contribution to the growth and development of the country: By the end of April 	Segametsi Molawa
	1.6 Management of the National Office operations	<ul style="list-style-type: none"> - Manage human resources according to the Human Resources Policy in cooperation with the Human Resources Committee Leave and Time-off management, Supervision, etc.) <ul style="list-style-type: none"> • Leave and time-off management • Performance management • Staff supervision - Manage administrative and operational systems / processes of the LNO - Support EXCO and RepCo effectively and at all times 	Annamarie Goosen
2. Membership: To develop new campaigns for recruitment of membership	2.1 Development of strategies for recruitment of membership	<ul style="list-style-type: none"> - Develop new campaigns for recruitment of membership <ul style="list-style-type: none"> • Announce campaign • Branch that reaches 20% growth by September will receive R 2 000-00 • Branches/IG's to assign officers with membership recruitment responsibility • Recruit members through existing and other lists (nationally & internationally) - Membership targets: <ul style="list-style-type: none"> • March: 1 000 • September: 1 524 - Submit an investigative report on memberships fees for 2017 by 03/04 June 2016 	Anele Moko

STRATEGIC THEMES	STRATEGIC OBJECTIVES	MEASURABLE OBJECTIVES	RESPONSIBLE PERSON(S)
		<ul style="list-style-type: none"> - Submit the final report recommendations on institutional membership fees by 03/04 June 2016 - Submit a benchmarked report on Honorary membership recommendation by 03/04 June 2016 	
	2.2 Development of strategies for membership retention	<ul style="list-style-type: none"> - Report on the survey conducted to determine reasons for non-renewal of membership (Monkey survey), submitted before Conference - Develop strategies as interventions to improve retention 	Anele Moko
3. Advocacy: To improve the visibility of LIASA among all stakeholders including the relevant government departments & media	3.1 Development of advocacy governance tools	<ul style="list-style-type: none"> - Develop LIASA Advocacy Tool Kit before 03/04 June 2016 - Develop LIASA Social Media Policy before the next EXCO face-to-face meeting (03/04 June 2016) 	Rebecca Senyolo
	3.2 Development of strategies for the extensive promotion of LIASA as a brand	<ul style="list-style-type: none"> - Use social media to report on LIASA and its activities, members' achievements, training opportunities availed to members, conferences attended by members, etc. - Create regular awareness on the use of the LIASA Brand 	Rebecca Senyolo
4. Communication and sector engagement: To optimize the channels of communication to promote the LIASA brand, maximize the impact of the association and support for LIS issues	4.1 Strengthen existing and explore new communication channels	<ul style="list-style-type: none"> - Develop LIASA Corporate Identity Plan, which includes Branding, before 03/04 June 2016 - Develop LIASA Marketing Plan before 03/04 June 2016 - Ensure optimal access to LIASA communication by all Branches (non-receipt of the mailing list by members such as the Western Cape and the City of Johannesburg) 	Nikki Crowster
	4.2 Maximise the use of cutting edge technology for marketing and communication purposes	Populate the LIASA Website to be responsive to the strategic intentions of the Association and the needs of the members	Ina Smith
	4.3 Scan and engage the media landscape	<ul style="list-style-type: none"> - Develop relations with national and local/community media houses in all forms (Radio, TV, Newspapers) - Explore the use of live popular television programmes to feature LIASA events as they happen - Compile comprehensive report and update database 	Nikki Crowster

STRATEGIC THEMES	STRATEGIC OBJECTIVES	MEASURABLE OBJECTIVES	RESPONSIBLE PERSON(S)
	4.4 Management of LIASA Corporate events	<ul style="list-style-type: none"> - Develop a Handbook for the South African Library Week - Budget for livestreaming of the event for 2017 - Secure SALW Champions to raise the profile of the event 	Nikki Crowster
5. Good governance: To provide and maintain good governance structures for financial growth, accountability and sustainability	5.1 Development of policy infrastructure towards an efficient management and administrative framework	<ul style="list-style-type: none"> - Finalise the strategic plan: 2014 – 2018 by end of April 2016 - Finalize the Action Plan before the next teleconference (06 April 2016) 	Annamarie Goosen Betsy Eister
		<ul style="list-style-type: none"> - Develop Guidelines for attendance of national and international conferences by the President by 03/04 June 2016 - Develop a LIASA Policy on Policies by 04 May 2016 	Zuki Maya
	5.2 Constitutional governance	<ul style="list-style-type: none"> - Serve in the Constitutional Task Team and table matters for consideration to amend the Constitution - Write motions for amendments of the Constitutional by 04 May 2016 <ul style="list-style-type: none"> • AGM Processes • Establish Students Interest Group • Align/streamline Branch and Interest Groups Constitutions to the national Constitution 	Zuki Maya
	5.3 Management and coordination of Branches	<ul style="list-style-type: none"> - Develop a template for Branches to effectively report on their management and activities - Manage the process for Branch awards: <ul style="list-style-type: none"> • Librarian of the year • The most improved Branch • Branch of the year - Develop Guidelines for the establishment of a Branch before 03/04 June 2016 	Zuki Maya
5.4 Investigation of existing Interest Groups	<ul style="list-style-type: none"> - Develop a template for Interest Groups to effectively report on their management and activities by 04 May 2016 - Develop Guidelines for the establishment of Interest Groups by 03/04 June 2016 	Zuki Maya	

STRATEGIC THEMES	STRATEGIC OBJECTIVES	MEASURABLE OBJECTIVES	RESPONSIBLE PERSON(S)
		<ul style="list-style-type: none"> - Develop a motion proposing to change the model for Interest Groups and submit to EXCO before 04 May 2016 	
	5.5 Effective, efficient and transparent management of financial resources of the Association	<ul style="list-style-type: none"> - Manage the budget of the Association according to the Financial Guidelines: <ul style="list-style-type: none"> • LIASA and grants bank accounts • Manage investment accounts and ensure that the Association generate regular income • Submit monthly report during teleconference - Report on the exploration of investment opportunities submitted before 03/04 June 2016 - Make R1 000 payments to Branches that had reached the 20% 2015 membership drive target, by 15 April 2016 - Report on the possibility of using one bank account for Interest Groups and save on bank charges, by 04 May 2016 - Finalize financial statements on time for AGM consumption <ul style="list-style-type: none"> • Audited Financial Statements • Cash register - Report on assistance given to Branches and Interest Groups to get their financial statements ready before their AGMs, by 04 May - Budget for Continuing Professional Development (CPD) for the LIASA staff - Report on appointment of future conference events companies bidding process - Report on the investigation on budgeting for the leave liability for the LIASA staff, by 03/04 June 2016 	Danie Malan
	5.6 Management and assessment of risks and assets	<ul style="list-style-type: none"> - Develop a process for risk identification and management before conference - Develop and manage an asset register before conference 	Danie Malan
6. Training and Development: To	6.1 Development of the LIASA Academy	<ul style="list-style-type: none"> - Stage a professional conference for 2016 (10 – 14 October 2016) 	Annamarie Goosen

STRATEGIC THEMES	STRATEGIC OBJECTIVES	MEASURABLE OBJECTIVES	RESPONSIBLE PERSON(S)
invigorate the sector through dynamic, vibrant, continuing education, and training and development programmes		<ul style="list-style-type: none"> - Support for the 2016 SLYSIG Conference: 27 – 29 June 2016 - Arrange a workshop on scientific writing for Public Librarians in July - Manage the implementation of the LIASA Academy initiative <ul style="list-style-type: none"> • Support for the 2016 SLYSIG Conference: 27 – 29 June 2016 • Arrange a workshop on scientific writing for Public Librarians in July • Manage administration of webinars • Conduct a survey on the needs for training 	
	6.2 Implementation of the Professional Body Status (Liaison function with SAQA)	<ul style="list-style-type: none"> - Panel to appoint a PB Board by 30 April 2016 - Professional Secretariat for the Professional Body Board - Registration of Designations as commissioned by the Professional Body Board before Conference - Management and timeous population of the membership database as per the SAQA requirements – Target: <ul style="list-style-type: none"> • 50% by the first round (June/July) • 100% by the second round (October/November) - Award the Professional Body status to current qualifying members by conference - Inform employers officially about the Professional Body status and its requirements for employees (LIASA members) such as attendance of training sessions for points profiles 	Segametsi Molawa Annamarie Goosen Segametsi Molawa
	6.3 Recognition of the Next Generation Public Librarians Scholarship Programme (NGPLSP)	<ul style="list-style-type: none"> - Plan for and arrange the Gala Dinner for the NGPLSP graduates in June/July 2016 	Annamarie Goosen
	6.4 Engagement with ETDP SETA regarding funding for capacity building for the Representative Council and membership	<ul style="list-style-type: none"> - Regular reports on meetings held with ETDP SETA - Manage the registration for training for graduating members 	Annamarie Goosen

STRATEGIC THEMES	STRATEGIC OBJECTIVES	MEASURABLE OBJECTIVES	RESPONSIBLE PERSON(S)
		<ul style="list-style-type: none"> - Manage the training of a new cadre of leaders through emerging leaders programme <ul style="list-style-type: none"> • Develop a database of a cadre of leaders that have been trained by Carnegie Leadership of LIASA • Have a session of identified leaders during Conferences 	
	6.5 Implementation of the Mzansi Libraries Online Project	Determine and plan for the role of LIASA as per the grant project deliverables	Annamarie Goosen
	6.6 Mentorship programme for emerging leaders	Report on the investigation report for the need for succession plan	Segametsi Molawa