



Strategic Directions 2014 – 2018

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The document '*Strategic Directions 2014-2018*' is deemed to be dynamic and living and, must be visited continuously for evaluation and revision to ensure relevance and strict alignment with the mission and vision of the organization. By the same token, the mission and vision needs to be revisited periodically to ensure that it is on the same development trajectory as the country and the LIS profession in general.

OUR VISION

Dynamic association of excellence for Library and Information Services sector

OUR MISSION

The Association that connects the LIS sector and promotes the development of South Africa through access to information

OUR CORE VALUES

Providing leadership excellence to the LIS profession, nationally and internationally

Engaging in the highest ethical practice

Ensuring professional conduct

Acknowledging and respecting the diversity and individuality of all people

Promote freedom of access to information as enshrined in the Constitution of South Africa

Leading the development and growth of the LIS profession through excellence

Championing the culture of reading and life-long learning to build an informed nation

Committing to the development and growth of South Africa through excellence in librarianship

STRATEGIC DIRECTIONS

More than that which is stated above, LIASA has developed the current strategic directions building on past and present successes of the organisation. It has deliberately discharged all negative history to build a positive future for an organisation that is more engaging, relevant and South African. There are six strategic themes guiding the strategic direction of LIASA for the next four years – extending over the term of office of the President and President-Elect.



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Strategic direction themes

Theme1: Leadership	To provide innovative and dynamic leadership that will drive LIS in South Africa
Theme 2: Membership	Develop new campaigns for recruitment of membership
Theme 3: Advocacy	To improve the visibility of LIASA among all stakeholders including the relevant government departments & Media
Theme 4: Communication and sector engagement	Optimize the channels of communication to promote the LIASA brand, maximize the impact of the Association and support for LIS issues
Theme 5: Good governance	Provide and maintain good governance structures for financial growth, accountability and sustainability
Theme 6: Training and development	Invigorate the sector through dynamic, vibrant, continuing education, and training and development programmes

Strategic actions

Complementing the *Strategic Directions 2014-2018* is the development of **an action plans document (Appendix 1 – to be drafted)** that provides greater details on the implementation of the strategic actions listed below.

Theme 1: Leadership

To provide innovative and dynamic leadership that will drive Library and Information Services in South Africa

- Registering LIASA as a professional body
- Inculcating a culture of volunteerism, mentoring and coaching
- Communities of Practice
- Curriculum: Closing the gap between Library Schools and Practitioners
 - Excellent management of relations with stakeholders including library school on future of LIS schools, curriculum and accreditation
 - Strengthen relationships with existing stakeholders such as Department of Arts and Culture, sponsors, exhibitors, vendors, funders and donors



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- Develop and mentor a new cadre of leaders through workshops, training and development programmes
- Deploy members on national and international bodies
- Pursue the acquisition of statutory status
- Continuously scan the national legislative environment for interventions by the Association
- Implement strategies to take the Transformation Charter forward
 - Engage with NCLIS on issues relating to LIASA, especially on the statutory status
 - Commission for national Norms and Standards for the sector
 - Information literacy to be embedded in teacher education programmes
 - Bursaries to study LIS
 - Bandwidth for all libraries
 - Funding model for all libraries: What are other countries doing?
 - Creating awareness on the Transformation Charter: Roadshows

Theme 2: Membership

Develop new campaigns for recruitment of membership

- Develop strategies for membership recruitment
- Develop strategies for membership retention
- Sector engagement: Engage with other LIS agencies such as the Provincial Library Services, Specialized LIS members Associations, Museums and Archives
- Engage with LIS employers on matters such as staff active participation in the profession, staff training and development, and contribution to the growth and development of the country

Theme 3: Advocacy

To improve the visibility of LIASA among all stakeholders including the relevant government departments & Media

- Social responsibility
- IFLA 2015
- NDP
- Continuously engage with the relevant government ministries including various political parties at regional, provincial and national levels for the promotion of the Association and to highlight the significant role of the Association in providing access to information and knowledge for the growth and development of the country
- Develop an advocacy toolkit



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- Scan and respond to the changing political landscape

Theme 4: Communication and sector engagement

Optimize the channels of communication to promote the LIASA brand, maximize the impact of the Association and support LIS issues

- Develop strategies for the extensive promotion of LIASA as a brand
- Design, develop and implement a marketing plan
- Strengthen existing and explore new communication channels
- Maximise the use of cutting edge technology for marketing and communication purposes
- Scan and engage the media landscape

Theme 5: Good governance

Provide and maintain good governance structures for financial growth, accountability and sustainability

- Continuously visit structures, guidelines, procedures and policies, and review such if and when necessary
- Develop strategies for financial stability through the establishment of sustainable income generating streams
- Explore investment opportunities
- Demonstrate and inculcate a culture of accountability within LIASA and the profession in general

Theme 6: Training and development

Invigorate the sector through dynamic, vibrant, continuing education, and training and development programmes

- Design a mentorship programme to strengthen volunteerism
- Engage SAQA regarding professional body activities
- Continuation and completion of the Next Generation Public Librarian Scholarship Programme Grant writing to DAC for continuation of the NGPL Programme
- Capacity Building amongst rep council
- Engage with the ETDP SETA regarding funding for capacity building for RC and membership
- Develop and mentor a new cadre of leaders through emerging leaders programme
- Training partner for the Mzansi Libraries On-line pilot project



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