

**MAC / MLA**  
**Strategic Planning Task Force**  
**Report**  
**October 15, 2004**

The Strategic Planning Task Force was charged with the task of evaluating the organizational structure of MAC/MLA in light of its first strategic imperative to be a dynamic organization that is responsive to member needs.

Following a comprehensive survey of past and current officers and committee chairs, the Task Force developed a significant number of recommendations for consideration by the Executive Board. Some of the recommendations require changes in the MAC Bylaws.

To facilitate review by the MLA Bylaws Committee, the Task Force upon consultation with the MAC Chair, submitted one amendment (Phase 1) to MLA for review prior to the Fall Annual Meeting. This amendment and justification is contained in Attachment A. This amendment will allow the revision of MAC Bylaws anytime during the year with a distribution of ballots.

Following approval of the Phase 1 amendment, multiple Bylaws revisions will be put before MLA and the MAC Membership for approval.

Other recommendations, not requiring Bylaws revisions are:

- **Enforce the dues payment clauses of the MAC bylaws by:**
  - Implementing an invoicing system with due date for dues renewal
  - Modify the timeline that is followed by membership committee in reminding members to renew their dues

**Background:** Dues payments have been problematic for past Treasurers. Many MAC members wait until they register for the Annual Meeting in October to pay dues which were payable in the previous January. Other member dues payments trickle in throughout the year, making more work for the Treasurer. The dues issue seems to be a perennial source of confusion and problems for both the Treasurer and members. This could be the result of a number of inconsistencies between the Bylaws and the Policy & Procedure Manual sections on dues.

The current Policy & Procedure Manual is in direct conflict with the Bylaws. Current policies and procedures give the impression that members can pay dues whenever they wish, which is not what the Bylaws call for. The MAC Executive Board needs to establish clear procedures and deadlines for

future dues payments. Perhaps sending out invoices to members every year at the same time, with a “payment due by” date clearly stated. Also, the Bylaws clearly state that if dues are not paid by January 1, the member’s rights and privileges are suspended, but there is no mention of how a member’s rights and privileges can be restored if they pay their dues at a later time. Since there presently seems to be no motivation for members to pay their dues on time, this should be addressed.

The Task Force Recommends that the Treasurer work with the Chair of the Membership and Recruitment Committee to mail invoices to all MAC members by November 15th each year with a due date of December 31<sup>st</sup>. A second invoice should be sent on January 15<sup>th</sup> indicating that dues are past due. The Task Force recommends that the effectiveness of this new process be evaluated at the end of one year.

- **Enhance ability to communicate electronically as a Chapter**

**Background:**

Feedback received from multiple sources supports the need to enhance the chapter’s capabilities to communicate electronically. The following list is an example of the potential enhancements that would facilitate communication:

- Purchase software to enable easy establishment of listservs for the Executive Board, committees, task forces, etc.
- Establish an account with a commercial telephone conferencing vendor for the purpose of allowing committees to schedule telephone conference meetings.
- Purchase a domain name for MAC
- Create a members only section of the website
- Develop electronic forms for the MAC website.
- Continue to pursue online membership submissions and online payment

- **Task the Honors and Awards Committee with the development of a mechanism to consistently and effectively nominate MAC members for MLA scholarships and awards. This includes being proactive in developing projects for the MLA Chapter Project Award.**

- **Encourage more articles in the newsletter about projects, activities or accomplishments in each MAC member library or about accomplishments of MAC librarians in order to foster excellence throughout the year. Task members from Honors and Awards committee with publishing a column in every issue of *MAC Messages*.**
- **The Executive Board should appoint a small task force or subcommittee to evaluate the following Professional Development Committee issues:**
  - Consider extending the time for the PDC to meet at the annual meeting. Encourage the Committee to budget for and schedule additional meetings outside the times currently offered. Encourage members to consider alternate forms of communication such as teleconferencing.
  - Clarify the charge of the PDC to determine the priority of other duties outside CE planning at the annual meetings
- **Appoint a liaison from the Executive Board to any task force to improve communication between the two groups and provide support from the Board**
- **Extend committee membership terms to three years from two.**

**Background:** Such a committee structure will allow for continuity in committee leadership. A second year member will be appointed as Chair Designate and will serve as Chair his/her third year on the committee.

Finally, the Strategic Planning Task Force recommends that the Executive Board extend the work of the Task Force through the completion of the following tasks:

- Approval of phase two of the MAC Bylaws revisions
- Incorporation of the Bylaws revisions and the above recommendations into the MAC Policy and Procedure.

Task Force Members: Russet Hambrick, Beverly Murphy, Jonathan Lord, Susan Craft, Claire Meissner, Dan Wilson, Ann Sasser-Evans, Diane Fuller and Dan Wilson

Respectfully submitted  
Russet Hambrick, Chair Strategic Planning Task Force