

Mission & Vision

Mission

The New Jersey Association of School Librarians (NJASL) promotes excellence in school librarianship and advocates for strong school library media programs for all students. NJASL provides school library media specialists with educational opportunities and current information aligned with state and national learning standards to ensure that all school libraries empower students, faculty, and staff to become effective and ethical users and producers of information.

Vision

Every student in every school in New Jersey is served by a certified full time school library media specialist and has access to the technology and other resources needed. All students are empowered to achieve success through inquiry-based, collaborative school library programs led by credentialed school library media specialists. These professionals are recognized as educational leaders and indispensable resources in their school communities.

Overarching Goal:

Capitalize on positive images and impact of school librarians through promotion, publicity, and partnerships.



Advocacy and Awareness

The efforts of NJASL's Advocacy Team influenced job losses in the majority of districts where there was representation. The Team has made a measurable difference in stemming losses and changing opinions. New Jersey's School Library Media Specialists are transforming students' lives.

Goal:

Increase awareness of the positive impact of school librarians on students through promotion and publicity. Provide a first-stop resource for members when positions are threatened.

Action Items:

- Complete Advocacy Toolkit and provide access via the website.
 - include infographics on current impact of NJASL's advocacy
 - include accessible methods of individual member advocacy
 - develop slide presentation that can be shared and presented
- Use our publication tools (website and Bookmark) and Social Media to highlight strong library programs and promote these in an organized and strategic manner.
- Share our library stories with critical stakeholders (DOE, state organizations, parents, administration, legislators) by attending and presenting at meetings.
- Pass legislation that will ensure school library programs are in every building and staffed by certified School Library Media Specialists.

Partnerships

Critical partnerships will continue to bring awareness and support of school library programs. Combined efforts will strengthen NJASL and our message.

Goal:

Enhance existing partnerships and cultivate new alliances with related organizations to strengthen and spread our message and enlist supporters.

Action Items:

- With NJEA, produce an NJASL commercial (30 seconds) to be aired via local channels; use outtakes and additional footage to develop more comprehensive pieces to share at NJASL conference and stakeholder meetings.
- With NJLA, mobilize the NJLA/NJASL TaskForce to focus on legislation and advocacy.
- Strengthen County-State communication to bring more members into the fold, encourage volunteerism, and share their successes.
- With AASL Region 2 affiliates, share resources and information on legislative strategies and advocacy campaigns.
- Throughout the year, identify ways to leverage additional partnerships for the benefit of NJASL.

Fiscal Sustainability

Goal:

Review membership outreach and conference planning strategies for optimum income.

Action Items:

- Begin a county-level campaign for membership, having Board representation at county meetings.
- Analyze 5 years of conferences to identify the best model for revenue.
- Recruit and train new Treasurer.