The Strategic Plan of AALL was considered and adopted by the Executive Board at its November 3 meeting. It is an ambitious plan for the direction of the Association for the next four years. The Association's Mission is:

- Recognizing that the availability of legal information to all people is a necessary requirement for a just society, the American Association of Law Libraries exists to promote and enhance the value of law libraries to the public, the legal community, and the world, to foster the profession of law librarianship, and to provide leadership in the field of legal information.

Among the seven goals of this plan is "Goal IV To Enhance the Status of Law Librarians and Law Librarianship." Four objectives have been identified with 18 specific, measurable activities (strategies) which, when completed, will help attain the Association's stated objectives and goals.

Sature and image are not just a concern of law librarians. The Special Library Association funded formation of a Presidential Law-Association Task Force for the Enhancement of the Image of the Librarian/Information Professional in January 1988. This task force included representatives from nine library associations and was chaired by Kaycee Hale (SLA). Albert Brecht, Past President of AALL, was our representative.

The Task Force issued their report in 1990 entitled Inter-Association Task Force Report on Image. The report is a distillation of opinions expressed in a survey of over 8,000 leaders in business, academia, government, community leaders, media, and the performing arts and in a questionnaire sent to librarians and the publications of six library associations. The report has been forwarded to Edgar Bellefontaine, Chair of AALL's Special Committee on Public Relations, for his committee's consideration.

The lengthy report contains a two-page list of recommendations. The Task Force recognized that "Image management is a process that can be implemented in numerous segments of one's professional life." The recommendations target ten specific environments, only one or two of which are ones AALL can develop and sustain. Because many of these recommendations are within the purview of individual law librarians or local chapters, I have included their list to stimulate your imagination and encourage you to do what you can, now! You represent all law librarians and law librarianship in your institutional and community roles. Make the most of yourself and remember that to change or improve your image in the minds of others requires that each of us do what we can in our own environments to stimulate that change.

Recommendations

1. Self-directed: Project a corporate image.
   1.1. Stand purposefully; sit straight; walk briskly.
   1.2. Project competence by organizing your thoughts before you speak.
   1.3. Be decisive by stating a problem in simple, specific, concise language and then offer optional possibilities toward a solution.
   1.4. Show confidence by talking about challenges instead of obstacles.
   1.5. Exemplify excellence in every service contact.

2. Division/Unit/Department (e.g. colleagues, subordinates and supervisors):
   Project effectiveness (doing the right things), as well as efficiency (doing things right). Establish, maintain and uphold a high degree of departmental and professional standards.

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3. Administration (over the library department): Demonstrate how the department contributes to the achievement of the goals and objectives of the organization and its people. Commission marketing research, focus groups or user satisfaction research to determine what you are doing well and what the user wants. Utilize them in your departmental planning.

4. Organization: Become a project manager over an assignment that has organizational implications. Provide information leadership for your organization. Network with your organization's Public Relations Director and solicit tips on how to promote your department in the organization's house organ on a regular basis.

5. Professional association (library and non-library): Develop issue-related roundtable programming to bring the two groups together. Exchange speakers between library associations and between library associations and industry/community-related associations. Develop cooperative projects to address mutual concerns.

6. Community: Target community groups that (1) are important to your organization, and (2) important to your profession. Become an organizational liaison. Give your time professionally and personally. Use every contact that is made to promote the profession.

7. Media (library and non-library): Make a friend of a local reporter, e.g., newspaper, radio or television. Feed them story ideas. Give editors an occasional digest with one-paragraph feature ideas. Offer to produce pieces that alert the community to the library and/or its parent organization.

8. State: Institutionalize the observance of a library week or month by asking your governor to issue a proclamation designating such. On the local level, petition the mayor, city manager or county executive to issue such a proclamation. Develop a library leadership academy for the profession in your state.

9. National: Serve on high-visibility committees that receive national recognition. Get your name, title and organization's name in print. Network with colleagues to get yourself invited (with all expenses paid) to be a speaker at a national conference... in another state.

10. International: Write an article to submit to a journal published in another country. Get yourself interviewed by the editor of a library newsletter in any country you visit. Take a glossy 3x5 picture of yourself for inclusion with the article. Ask that a copy of the article be mailed to you after publication.

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