

# *Vision, Mission, Goals and Objectives for the School Library Media Center*

# GOAL

*And what's the difference?*

# *What Are All These Words?*

- *Vision?*
- *Mission?*
- *Goals?*
- *Objectives?*

# Vision?



- ***What is a vision?***
  - A vision is a clear, comprehensive ‘photograph’ of an organization at some point in the future. It provides direction because it describes what the organization needs to be like, to be successful within the future.
  - **Visions and Values**  
[http://www.changedesigns.co.za/Articles/Visions\\_and\\_values.htm](http://www.changedesigns.co.za/Articles/Visions_and_values.htm)

# Why have a vision?

**Creating a shared vision for your school is key to engaging in the school improvement process.**



- . . . as Yogi Berra says, “If you don’t know where you are going, you probably aren’t going to get there.” Identifying where you want to go in relation to where you are is the key to identifying those areas where you need to improve.

- **Creating a Vision**

**School Improvement** in MARYLAND

## Where does vision come from ?

A vision expresses values and beliefs about what is considered to be of real importance in education. Sources of educational purpose and vision are:

- **Philosophical**
  - ideas and values about what counts as **knowledge**
  - ideas and values about **people** - their worth - their potential etc
  - ideas and values about **society**
- **Practical**
  - basic language
  - reading and number skills including IT
  - qualifications
  - preparation for work
- **Personal beliefs & hopes**
  - about the world and individuals within it
  - formed by reflection and personal experience



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The meeting place for learners and values!

<http://www.becal.org.uk/lc/vision/vision.html#key1>

- *Learning Centre for values in education, SMSC & citizenship*

# 7 Steps to produce a vision statement

1. **Brainstorm key words or short statements covering vision, mission and values. Write each on a post it note.**
2. **Draw three columns on a flip chart. Label them Vision, Mission and Values. Review each post it note, discuss it and agree to place it in one of the three columns.**
3. **Once all the post it notes are in columns, consider the vision column first. Group similar words or expressions and re-title if necessary. Add further ideas. Now combine the short list of main ideas into one statement. The final wording may take several iterations. It is often helpful to start with a phrase such as ‘we aim to become...’ or ‘our vision is to ...’**

– Writing a vision statement - a summary of the advice from *The Total Quality Toolkit* by J Marsh



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# *7 Steps to produce a vision statement*

- 4. Repeat the procedure with Post it notes in the mission column. Arrive at an agreed statement or list of bullet points.**
- 5. Consider the values. Remove duplication. Group post it notes into themes, and summarise these themes as single words, or short phrases. These values can be included a wider school values consultation.**
- 6. Review vision and mission together and decide on format of presentation. This might be one statement, or three paragraphs, bullet points etc.**
- 7. Present to other stakeholders for comment, improvement and eventual consensus.**

*Writing a vision statement*



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American  
Association of  
School Librarians  
a division of the American Library Association

## Vision Statement

The American Association of School Librarians is:

- A proactive organization that addresses issues, anticipates trends, and sets the future agenda for the profession;
- An advocate for the indispensable role of school library programs with school librarians, for best practices in school librarianship, and for the core values and ethics of the library profession;
- An open, friendly, welcoming organization that embraces cultural and ethnic diversity;
- An inclusive professional home for all school librarians and a partner in mutual interests with educators, technologists, researchers, vendors, and other librarians;
- An essential resource for school librarians seeking professional development, leadership opportunities, communication with peers, and the most current information, research, and theory in the field; and
- A flexible, responsive organization that models effective management practices.

Adopted by the AASL Board of Directors, January 2003.

<http://www.ala.org/aasl/about/governing-docs#vision>



# What About Mission?

- ***A company's mission can be defined as:***
  - An operation intended to carry out specific program objectives
  - A higher calling or meaning, a reason for being. Often this is the reason the company was first created – to fill a need in the marketplace or society.
  - A concise statement of business strategy developed from the *customer's perspective* and it should be aligned with the company's vision.
  - The mission should answer three key questions:
    - What is it that we do?
    - How do we do it?
    - For whom are we doing it?



- **Developing your company Purpose, Vision, Mission and Values**

# *Let's Be Clear!*

EMBRACING  
the vision

- *Vision and Mission are different*

- A mission statement concerns what an enterprise is all about.
- A vision statement is what the enterprise wants to become.
- Strategic planning is a systematic process whose purpose is to map out how the enterprise should get from where it is today to the future it envisions.

The  
Trusted  
PROFESSIONAL

- Vision, Mission . . . What's the Difference?

By James A. Woehlke, CPA

January 1999 Issue

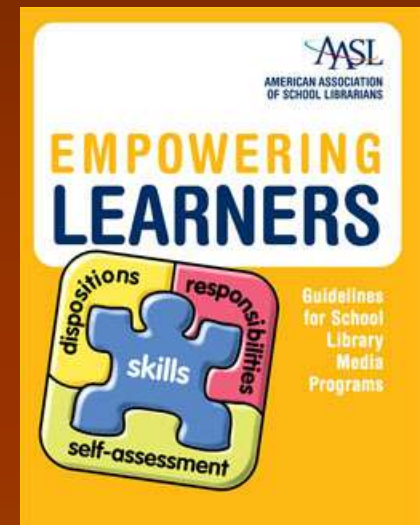
Vision, Mission, Goals, Objectives

# *Mission according to AASL?*

- *Mission of the School Library Media Program*



- The mission of the library media program is to ensure that students and staff are effective users of ideas and information. The school library media specialist (SLMS) empowers students to be critical thinkers, enthusiastic readers, skillful researchers, and ethical users of information . . .



# Sample Mission Statement



**Library Media Center** <http://www.jefferson.k12.ky.us/schools/elementary/dixie/library.html>

## Mission Statement

The mission of the Dixie Library Media Center is to create a community of lifelong learners.

Information literacy--the ability to find and use information--is the keystone to lifelong learning. Students will be nurtured in their

development as they acquire the skills to be excellent readers and to use information for a productive and fulfilling life.



# *A district-wide example*



**Marshall County Schools**

## A. MISSION STATEMENT

The mission of the Marshall County Media Centers is to provide the opportunity for access to information by the students, faculty, and administration.

<http://www.marshall.k12.ky.us/jonath/links/documents/SMDMLibrarymediaselectionpolicy2012.pdf>

# **JONATHAN ELEMENTARY SCHOOL**

# *Vision and Values*

- *Both are needed*



- In any major transformation, the two most important change tools an organisation can use are vision and values. Values provides the trust and appropriate behaviours needed for success. Vision provides the direction and inspiration. These two interventions provide 80% of the benefits using only 20% of the leader's energy.

- Visions and Values

[http://www.changedesigns.co.za/Articles/Visions\\_and\\_values.htm](http://www.changedesigns.co.za/Articles/Visions_and_values.htm)

# Values?

- ***What are values?***

- *Values* are traits or qualities that are considered worthwhile; they represent an individual's highest priorities and deeply held driving forces.
- *Value statements* are grounded in values and define how people want to behave with each other in the organization. . . . Value statements describe actions that are the living enactment of the fundamental values held by most individuals within the organization.

**About.com**: Human Resources

- [Build an Organization Based on Values The Strategic Planning Framework for Vision, Mission, Values](#) By [Susan M. Heathfield](#), About.com Guide, p. 2.

# *They all go together*



- ***Vision, Philosophy and Mission***

- It is important that all the components of a long range plan fit visibly into a well-organized document that starts with the district's educational vision, philosophy and mission and moves logically into the library media program's vision, philosophy and mission. Then the plan progresses to goals and activities that are derived from that mission.

- **[Long Range Planning for School Library Media Program](http://www.dpi.state.wi.us/imt/slmpIngrng.html)**  
**<http://www.dpi.state.wi.us/imt/slmpIngrng.html>**



# *What About Goals and Objectives?*



*Goals* are an expected or desired outcome of a planning process. Goals are usually broad, general expressions of the guiding principles and aspirations of a community.



*Objectives* are precise targets that are necessary to achieve goals. Objectives are detailed statements of quantitatively or qualitatively measurable results the plan hopes to accomplish.

What are goals and objectives?



Dane  
County  
Comprehensive  
Plan

# *Goals and Objectives in a School Library Media Context*

- *Goals and Objectives:*

- Goals can be rather broad, but they should be focused as directly as possible on student learning outcomes in order to be perceived as valid by decision-makers. (For example: All students will be able to access, use, and evaluate information in any medium, and use that information to solve problems, communicate clearly, make informed decisions, and construct new knowledge.) Generally, goals should be few in number, since each of them can generate more than one objective; and each objective might generate more than one activity to accomplish it.

- [Long Range Planning for School Library Media Programs](http://www.dpi.state.wi.us/imt/slmpIngrng.html)  
<http://www.dpi.state.wi.us/imt/slmpIngrng.html>



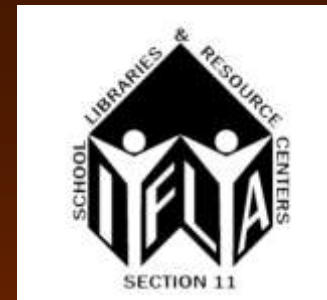
# Sample Goal and Objectives



- **Goal 2:** [Scroll down to Steps in Program Planning Step 4]
  - Improve the media center learning environment so that it is more conducive to constructive student activity by providing more adult supervision and assistance
  - Objectives:
    - A. Develop a plan for recruiting volunteers, including incentives and guidelines
    - B. Develop a training program for media center volunteers
    - C. Implement plan and assess after one year

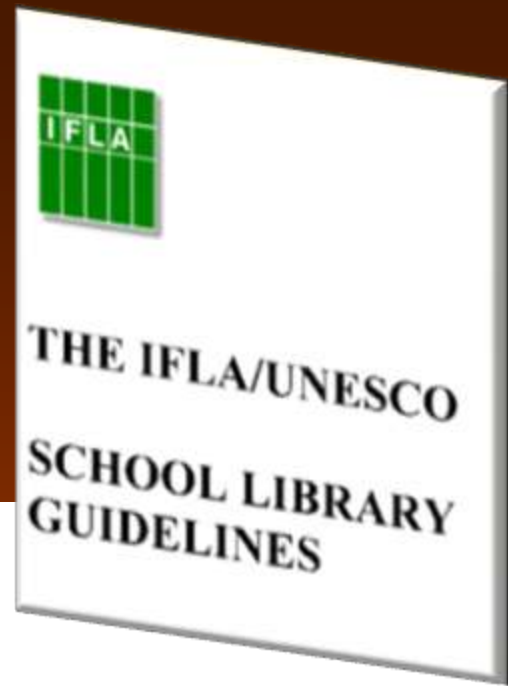
– **YOU ARE THE KEY... Program Development**

# *International statements*



- ***IFLA/UNESCO School Library Manifesto (1999)***
  - **The School Library in Teaching and Learning for All**
  - **The school library provides information and ideas that are fundamental to functioning successfully in today's information and knowledge-based society. The school library equips students with life-long learning skills and develops the imagination, enabling them to live as responsible citizens.**
  - **<http://www.ifla.org/VII/s11/pubs/manifest.htm>**

# *IFLA Guidelines*



## **CHAPTER 1. MISSION AND POLICY**

*“The school library in teaching and learning for all”*

### **1.1. Mission**

The school library provides information and ideas that are fundamental to functioning successfully in our increasingly information- and knowledge-based present day society. The school library equips students with lifelong learning skills and develops their imagination, thereby enabling them to live as responsible citizens.

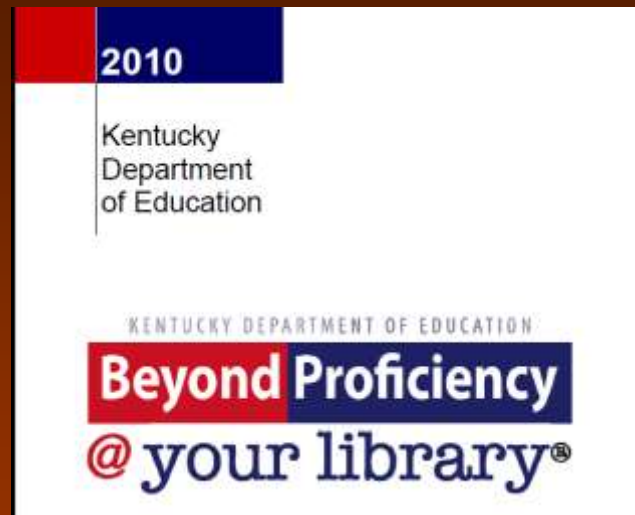
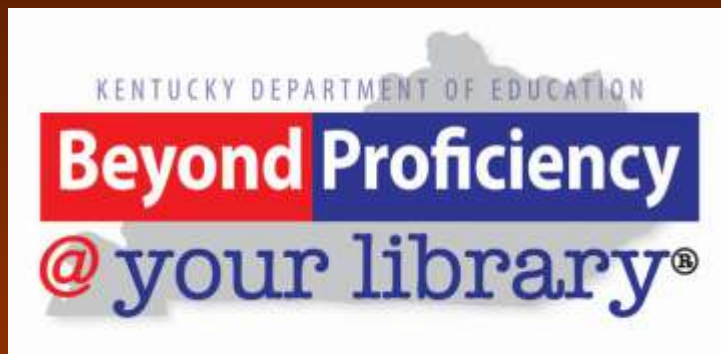


- **IASL Policy Statement on School Libraries**

- The school library is central to the fulfillment of the instructional goals and objectives of the school and promotes this through a planned program of acquisition and organization of information technology and dissemination of materials to expand the learning environment of all students. A planned program of teaching information skills in partnership with classroom teachers and other educators is an essential part of the school library program.

- **<http://www.iasl-online.org/about/handbook/policysl.html>**

# *What about Kentucky?*



**Vision:** *School media librarians positively impacting student achievement through collaboration, instruction, and utilization of resources for next generation learning in the library media center*

# Sample goals



- *Characteristics of Highly Effective Teaching and Learning (Library)*
  - A. SML creates learning environments where students are active participants as individuals and as members of collaborative groups. The librarian:
    - 1) provides for independent and cooperative group learning.
    - 2) encourages participation in book clubs, literature circles, student book blogs, and library reading programs (e.g. Kentucky Bluegrass Awards, Battle of the Books).

Section One: Learning Climate