

## 2019-2022 CALL Strategic Plan

**Mission Statement:** CALL supports legal information professionals through advocacy, education, and engagement.

### Direction: Community

**I. Goal:** Maintain strong and committed membership by enhancing inclusiveness.

**A. Objective:** Develop opportunities for members to network.

**1. Strategy:** Host a Committee Fair for members to learn about participation and leadership opportunities. (Feb. 2020)

**2. Strategy:** Evaluate business meeting model to seek maximum member engagement. (Jan. 2022)

**3. Strategy:** Identify groups with similar interests and establish networking support. (Dec. 2019)

**II. Goal:** Promote law librarianship as a profession

**A. Objective:** Establish robust recruitment and retention model for future sustainability.

**1. Strategy:** Develop messaging to attract library students. (Mar. 2020)

**2. Strategy:** Develop an engagement strategy for newer members. (Dec. 2021)

**3. Strategy:** Develop process to track member retention/satisfaction. (July 2021)

### Direction: Professional Development

**III. Goal:** Market CALL as the main source of legal information education for Chicago-area law librarians.

**A. Objective:** Develop curriculum focused on emerging needs of legal information professionals.

**1. Strategy:** Host annual hot topic institute. (Nov. 2020)

**2. Strategy:** Develop outlets for development and education of longer term members. (Oct. 2021)

## **Direction: Outreach and Advocacy**

**IV. Goal:** Increase CALL's visibility within the larger legal and information community.

**A. Objective:** Promote expertise of CALL members to external constituencies

**1. Strategy:** Coordinate annual educational event with law or information-related professional organization. (Feb. 2021)

**2. Strategy:** Become Illinois Individual Course CLE provider. (Oct. 2019)

**B. Objective:** Develop relationships with stakeholders within the larger legal community.

**1. Strategy:** Develop procedure to invite stakeholders to CALL events as guests or speakers. (Jan. 2020)

**2. Strategy:** Establish visibility of CALL through correspondence with at least four local bar or community leaders. (May 2020)

**3. Strategy:** Promote CALL events through at least three local legal news, library and legal organization websites and other publications. (Dec. 2020)

**V. Goal:** Capitalize on significant milestones as public relations opportunity for membership and larger community.

**A. Objective:** Develop operational plan for year-long celebration of CALL's 75th anniversary in 2022.

**1. Strategy:** Create plan and timeline of events. (May 2021)

**2. Strategy:** Identify vendor and institutional sponsors. (Jan. 2021)