

2013-2014 ALA CD#7  
2014 ALA Midwinter Meeting

# **American Library Association**

---

Strategic Plan  
2011-2015

**Core ideology** describes an association's consistent identity that transcends all changes related to its relevant environment. It consists of two elements - **core purpose** – the association's reason for being – and **core values** – essential and enduring principles that guide an association in creating its culture and making decisions.

### **Founding Purpose:**

The object of the American Library Association shall be to promote library service and librarianship. (ALA Constitution, Article II)

### **Mission:**

The mission of the American Library Association is to provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. (ALA Policy 1.2)

### **Core Organizational Values**

The Association is committed to:

- § Extending and expanding library services in America and around the world
- § All types of libraries - academic, public, school and special
- § All librarians, library staff, trustees and other individuals and groups working to improve library services
- § Member service
- § An open, inclusive, and collaborative environment
- § Ethics, professionalism and integrity
- § Excellence and innovation
- § Intellectual freedom
- § Social responsibility and the public good

### **Key Action Areas**

ALA is committed to seven **Key Action Areas** as guiding principles for investment of energies and resources:

## **Advocacy for Libraries and the Profession**

The association actively works to increase public awareness of the crucial value of libraries

## **Organizational Excellence**

The association is inclusive, effective and responsive to the needs of ALA members.

## **Transforming Libraries**

ALA provides leadership in the transformation of libraries and library services in a dynamic and increasingly global digital information environment.

*The **Goals and Objectives** represent strategic areas of focus for the next three to five years. The goals articulate the outcomes ALA would like to achieve and answer the question, “What will constitute future success?” The achievement of each goal will move the organization toward realization of its envisioned future. The goals are not necessarily identified in priority order.*

*Objectives provide direction on how ALA will accomplish its articulated goals. Objectives are considered in the 3-5 year planning horizon.*

## **Goals and Objectives**

### **Goal Area: Advocacy, Funding and Public Policy**

Goal Statement: ALA equips and leads advocates for libraries, library issues and the library profession, and plays a key role in formulating legislation, policies and standards that affect library and information services.

Objective (1): Increase public awareness of the value and impact of all types of libraries and the important role of librarians and other library staff.

Objective (2): Increase research and evaluation documenting the value and impact of all



### **Goal Area: Member Engagement**

Goal Statement: ALA provides an environment in which all members, regardless of location or position, have the opportunity to participate in, contribute to, and benefit from engagement in their association.

Objective (1): Increase member and staff innovation and experimentation in the creation of new opportunities for face to face and virtual engagement.

Objective (2): Increase member engagement by identifying and eliminating barriers to participation and through technological innovation.

Objective (3): Develop new models to recognize member contributions in a changing association.

Objective (4): Continue to enhance a web presence that engages members and the public.

### **Goal Area: Organizational Excellence**

Goal Statement: ALA operates effectively, efficiently, creatively and in a socially responsible fashion to accomplish its mission.

Objective (1): Develop and sustain the resources required to ensure the vitality of the association, its programs and services.

Objective (2): Enhance the association's organizational structure to meet the changing needs of members, libraries and the users they serve

Objective (3): Assess and continuously improve products and services to better serve current members and to attract new members.

Objective (4): Strengthen support for and collaboration with Chapters and Affiliates. ALA

Appendix:

*The*

As a result, all types of libraries are adequately funded, librarianship is a sought after profession, librarians are leaders in the information community, information is accessible to all and all people in the United State