Association of College & Research Libraries
50 E. Huron St. Chicago, IL 60611
800-545-2433, ext. 2523
acrl@ala.orghttp://www.acrl.org

# June 2009 – May 2010 Strategic Plan Implementation Report Organized by Strategic Area

The leaders of the ACRL committees, sections, interest groups, and chapters reported the activities and programs that their unit carried out from June 2009 through May 2010 in support of the ACRL Strategic Plan 2020. This report is organized by strategic area and the information included and formatting style is displayed as submitted.

In 2010, 9 committees, 15 sections, 7 interest groups, and 29 chapters completed the report. The following ch T0J -t9i501 0 Td ows the number of units submitting reports from 2007 through 2010:

Goal Area: Advocacy

1. Increase ACRL's influence on campus information, academic, and communication technology priorities.
2. Increase ACRL's communication on major trends and issues in libraries and higher education.
3. Strengthen partnerships with other organizations.
4. Increase ACRL's influence in public policy affecting higher education.
5. Increase ACRL's influence on national and regional accrediting entities.
6. Increase ACRL members' ability to respond to and maintain critical levels of excellence in accreditation requirements and professional standards.
7. Expand ACRL research on the value of the library, the value of the librarian, and the value of information.

Strategic Area: The Profession

3. Support members in their exploration, research on, and implementation of new and emerging information technologies and their application for library services in educational environments.

Strategic Area: The Association

Goal Area: Membership

1. Expand the appeal of ACRL membership among current members with a special focus on those new to the profession and early in their careers.
2. Increase the number of academic and research librarian members.
3. Increase ACRL's membership from underrepresented ethnic and racial groups.
4. Increase the appeal of ACRL membership to broader communities.
5. Increase efforts to support recruitment of new and diverse talent to ACRL.
6. Support and encourage research and programming on the changing workforce in academic libraries and the implications for library education and training, leadership and middle management development, and staff recruitment and retention.

Goal Area: Organizational Vitality and Effectiveness

1. Increase and diversify fiscal and human assets.
2. Increase the mutual benefits of the ACRL/ALA relationship.
3. Increase and improve ACRL's organizational use of information technology.

Goal Area: Sustainability

1. Expand commitment to adopting green and sustainable business practices for ACRL offices, conferences, continuing education and operations with business partners.
2. Create a discourse about the significance of sustainability and ways to promote it within ACRL.
3. Foster relationships and collaboration by identifying meaningful opportunities for cross-fertilization of ideas, research and problem-solving around sustainability, both within ACRL and external to the association.
4. Plan and implement continuing education opportunities regarding sustainability for our members.
5. Engage with policy-makers, academics, non-academic non-governmental organizations, and the public in an effort to foster sustainability literacy.