

For Immediate Release
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ALA sets "Goal 2000"

The Executive Board of the American Library Association (ALA) enthusiastically approved "ALA Goal 2000: a Five Year Plan to Position the Association for the Information Age" submitted by new executive director Elizabeth Martinez at its fall meeting on October 26.

The goal, said Martinez, is to have the association as closely identified with the public's right to a free and open information society - intellectual participation -- as it is with intellectual freedom.

Key recommendations call for expansion of the ALA Washington Office to increase its ability to follow and influence national issues and legislation; establishment of an Office of Information Technology to complement the Washington Office's efforts and support the library field's needs for information, and the creation of an independent charitable foundation called the Fund for America's Libraries.

"We are unanimous in our enthusiasm for the bold vision you have presented," said ALA President Arthur Curley in accepting Martinez's report.

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ALA sets "Goal 2000" -- add one

The ALA Goal 2000 plan also calls for a five-year thematic cycle for major ALA initiatives and activities that would provide a framework for activities of the association's divisions and units and maximize use of ALA resources.

Martinez proposed a dues increase and establishment of the Fund for America's Libraries to support implementation of ALA Goal 2000. The dues increase, the first in ten years, would be devoted to expansion to the Washington Office and establishment of an Office for Information Technology.

According to Martinez, the foundation would work in tandem with ALA to raise money for its priority areas of concern. She said establishment of an independent foundation would appeal to those sources who are unwilling to fund associations because of their perceived professional self-interest.

The plan cites the following key indicators of success by the year 2000:

1. ALA will be accepted by the public as a voice and the source of support for participation of people of all ages and circumstances in a free and open information society.

2. ALA will be an active formal participant in various national arenas discussing and deciding aspects of the information society affecting libraries and their publics.
3. ALA will be identified and will already be in collaboration with other organizations and groups working for broader public participation in the development of information society issues.
4. ALA will have a vision statement defining its position and role within the emerging information environment.
5. ALA will have an expanded Washington Office with increased ability to shape important national information issues.

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ALA sets "Goal 2000" -- add two

6. ALA will have completed a five-year thematic cycle that has framed the advancement of these issues and coordinated the support of all areas of the association in preparation for the 21st century.
7. ALA will have provided training and support to library professionals and members of the public in order to create an awareness of the variety of social and technical issues related to the information society.
8. ALA will have reviewed and adjusted its internal operations as a means to assisting all divisions and units in carrying out the new focus.
9. ALA will have redefined library information education and provided five years of training for professionals to update their skills for the new information age.

Martinez said her approach in putting together the plan was to build on work that had already been done.

"We have a lot of experience and expertise, reports and studies to draw on," Martinez explained. "These are not new ideas or my ideas. I've brought them together in one document."

Martinez also reported on a staff reorganization effective October 17. She said the reorganization is intended to emphasize service to ALA members and ALA's role in public policy and programs.

"I want us to be flexible, adaptable and to cause us to rethink the status quo," Martinez told the board. "I want to emphasize teamwork and accountability, promote creative solutions to issues and a sense of urgency

and purpose."

The revised chart of organization has two new departments -- Member Programs and Services and Public Policy and Programs. Member Programs and Services includes all divisions, conference services, membership development, chapter relations, round tables and awards programs. An associate executive director for Member Programs and Services is scheduled to be appointed before the ALA Midwinter Meeting begins in February.

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ALA sets "Goal 2000" -- add three

Public Policy & Programs includes eight ALA Offices -- including the proposed Office of Information Technology, the Library Information Center, Public Programs and Development. It will be headed by Peggy Barber, formerly associate executive director for communications. ALA Graphics, which publishes National Library Week posters, celebrity "Read" posters and other library promotional items, formerly administered by ALA Communications, will now be part of Publishing Services, headed by Don Chatham.

The reorganization merges the finance and accounting units under the new position of associate executive director for finance, filled by Gregory Calloway, formerly director of planning and budget. Emily Melton, formerly Executive Board secretariat, is now special assistant to the executive director. Judy Hambrick, formerly administrative assistant to the executive director, is now senior administrative assistant to the executive director.

A fifth unit called Staff Support Services consists of human resources, information processing, telecommunication, procurement, reproduction/distribution and building maintenance. It is headed by Ernest

Martin, formerly associate executive director for Administrative Services.

The five associate executive directors, the executive director of the ALA Washington Office and director of ALA's International Relations report to the ALA executive director.