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Based on ALA CD#36.2, ALA Strategic Plan 2011-2015, submitted by the ALA Executive Board and adopted as amended by the ALA Council at the 2010 ALA Annual Conference, the Policy Monitoring Committee recommended, and the ALA Council approved the reversion of Policy 1.4 into the *ALA Policy Manual* as follows:

1.4 Key Action Areas:

ALA is committed to eight (8) **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 and librarians, to promote state and national legislation beneficial to libraries and library users, and to supply the resources, training and support networks needed by local advocates seeking to increase support for libraries of all types.
- **Diversity**
Diversity is a fundamental value of the association and its members, and is reflected in its commitment to recruiting people of color and people with disabilities to the profession and to the promotion and development of library collections and services for all people.
- **Education and Lifelong Learning**
The association provides opportunities for the professional development and education of all library staff members and trustees; it promotes continuous, lifelong learning for all people through library and information services of every type.
- **Equitable Access to Information and Library Services**
The Association advocates funding and policies that support libraries as great democratic institutions, serving people of every age, income level, location, ethnicity, or physical ability, and providing the full range of information resources needed to live, learn, govern, and work.
- **Intellectual Freedom**
Intellectual freedom is a basic right in a democratic society and a core value of the library profession. The American Library Association actively defends the right of library users to read, seek information, and speak freely as guaranteed by the First Amendment.

- **Literacy**
The ALA assists and promotes libraries in helping children and adults develop the skills they need-the ability to read and use computers-understanding that the ability to seek and effectively utilize information resources is essential in a global information society.
- **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.

(Approved annually since 1997 by the ALA Council as the “programmatic priorities” of the Association. See “Policy Reference File”: ALA Strategic Plan 2011-2015, ALA CD#36.2)