

1.5

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 1.5 into the *ALA Policy Manual* as follows:

1.5 Goals and Objectives:

*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.

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.

Strategic Objectives:

1. Increase public awareness of the value and impact of all types of libraries and the important role of librarians and other library staff.
2. Increase research and evaluation documenting the value and impact of all libraries.
3. Increase resources and training for advocates seeking to secure increased funding and support for all libraries.
4. Lead advocacy for crucial library issues such as literacy, intellectual freedom, privacy, fair use, preservation of our cultural heritage, information literacy, equity of access, and permanent no fee public access to government information.
5. Increase ALA's role in the formulation of library-related local, state, national, and international legislation, policies and standards.
6. Increase collaboration and alliances with organizations at all levels to advance legislation and public policy issues affecting libraries, librarians and information services.

7. Use new technologies to build greater public understanding and support for libraries of all types.

Goal Area: Building the Profession

Goal Statement: ALA promotes excellence and diversity in the library field.

Strategic Objectives:

1. Ensure that library education and training reflect the core values of the profession and the needs of the communities served by libraries of all types.
2. Increase the availability of and access to continuing education, career development and certification opportunities for librarians, library staff, trustees and library advocates.
3. Provide increased leadership and career development opportunities for Library and Information Science students.
4. Increase the diversity of the library workforce to reflect an increasingly diverse national and global community.
5. Increase ALA activities to assist libraries in recruiting, developing and retaining a high-quality, diverse library workforce.

Goal Area: Transforming Libraries

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

Strategic Objectives:

1. Increase opportunities to share innovative practices and concepts across the profession, nationally and internationally, and among all libraries.
2. Increase recognition of and support for experimentation with innovative and transformational ideas.
3. Help libraries make use of new and emerging technologies by promoting and supporting technological experimentation and innovation.
4. Increase leadership development and training opportunities designed to support the ongoing transformation of libraries.

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.

Strategic Objectives:

1. Increase member and staff innovation and experimentation in the creation of new opportunities for face to face and virtual engagement.
2. Increase member engagement by identifying and eliminating barriers to participation and through technological innovation.
3. Develop new models to recognize member contributions in a changing association.
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.

Strategic Objectives:

1. Develop and sustain the resources required to ensure the vitality of the association, its programs and services.
2. Enhance the association's organizational structure to meet the changing needs of members, libraries and the users they serve.
3. Assess and continuously improve products and services to better serve current members and to attract new members.
4. Strengthen support for and collaboration with Chapters and Affiliates.

(See "Policy Reference File": ALA Strategic Plan 2011-2015, ALA CD#36.2)