LITA Strategic Plan: Goals & Objectives
(last updated 9/1/2010)

Goal Area 1: The Organization
Goal Area 2: Innovation
Goal Area 3: Training and Continuing Education
Goal Area 4: Collaboration & Outreach
Goal Area 5: Advocacy and Policy

Goal Area 1: The Organization
LITA has a solid structure to support its mission, vision and strategic plan.

Objective 1.1 Create a culture of communication and collaboration among all LITA entities.

Strategy 1.1.1: Identify and support tools needed by membership, committees and interest groups e.g. ALA Connect.

Strategy 1.1.2: Ensure effective communication between and among IG's, committees, members and the board.

Strategy 1.1.3: Analyze and adjust committee appointment process to meet LITA's membership needs.

Objective 1.2: Develop and promote the LITA brand.

Strategy 1.2.1: Broaden and promote knowledge of LITA services and programs.

Strategy 1.2.2: Identify and prioritize LITA's technology strengths to determine our niche within the greater community.

Strategy 1.2.3: Develop a strong online presence.

Objective 1.3: Increase the appeal of LITA membership to broader communities.

Strategy 1.3.1: Identify, actively recruit and retain leading-edge information technology innovators.

Strategy 1.3.2: Identify, actively recruit and retain non-librarian IT professionals.

Strategy 1.3.3: Identify, reach out to and engage cutting edge members within ALA.

Strategy 1.3.4: Identify and create more opportunities for student involvement.

Objective 1.4: Maximize LITA's resources to best benefit the needs of its membership.

Strategy 1.4.1: Optimize the organization's structure to respond to a changing environment.

Strategy 1.4.2: Collaborate with ALA, its divisions to forge new models for membership benefits.

Strategy 1.4.3: Perform membership surveys to assess members changing needs.

Strategy 1.4.4: Analyze changes in the information landscape to help library technologists prepare for market changes.

Strategy 1.4.5: Identify the types of information members require and how best to gather, store and share the data and analysis.

Objective 1.5: Position LITA financially to support existing and new services for members.

Strategy 1.5.1: Work with appropriate committees and interest groups to ensure effective and in-demand continuing education opportunities and assess and implement publication opportunities.

Strategy 1.5.2: Ensure ongoing support for the endowment fund.

Goal Area 2: Innovation
LITA leverages its members' expertise to demonstrate the value of new and existing technologies within ALA and beyond.

Objective 2.1: Create a technology environment worthy of emulation.

Strategy 2.1.1: Update website and web communication tools with a 2010+ look and feel.

Strategy 2.1.2: Create online education platforms and content that will be used by LITA, ALA, other membership organizations, and individuals.

Objective 2.2: Offer technology consulting services to ALA, other ALA Divisions, and other information professional organizations.

Strategy 2.2.1: Solicit requirements, create or re-purpose applications, and beta test the solution.

Strategy 2.2.2: Create product roadmaps for production use of technologies.

Strategy 2.2.3: Create beta-testing group for testing librarian-created and vendor-produced applications and services.

Objective 2.3: Embrace innovations in information, communication, learning, and scholarly technologies.

Strategy 2.3.1: Address traditional publication workflows—expand reach with open access content, improve or end legacy print, transform electronic publications, and explore additional publication possibilities.

Strategy 2.3.2: Apply interactive and social web technologies to online publishing and communication platforms.

Strategy 2.3.3: Establish best practices for use of ALA-wide communication tools and technologies.

Strategy 2.3.4: Apply mobile access thinking to all LITA communication, marketing, and publishing activities.

Objective 2.4: Experiment—become a hive for innovation.

Strategy 2.4.1: Provide an environment to experiment with new technologies.

Strategy 2.4.2: Create and maintain technology prototypes, along with "how to" information that libraries can use to implement solutions at their home institutions.

Strategy 2.4.3: Document failures and successes for current and future technologists.

Strategy 2.4.4: Incentivize library technologists to share innovations before moving on to the next project.

Strategy 2.4.5: Provide a Wikipedia-like clearinghouse/directory of technologies, technology vendors, and information relevant to and in the context of libraries.

Goal Area 3: Training and Continuing Education
LITA is nationally recognized as the leading source for continuing education opportunities for library information technologists and all library staff who have an interest in technology.

Objective 3.1: Publish content for self-directed learning.

Strategy 3.1.1: Interest groups and committees will create toolkits and technology briefs on new technologies and companion pieces for programming, an example is Top Technology Trends content.

Strategy 3.1.2: Develop a database of expertise for members to find collaborators and explore informal learning opportunities.
Objective 3.2: Investigate and trial new education models.
Strategy 3.2.1: Create a mentoring program to develop technology leaders.

Strategy 3.2.2: Encourage a curriculum that showcases experimentation and risk taking.

Strategy 3.2.3: Develop case based learning modules.

Objective 3.3: Offer a variety of education opportunities year round.

Strategy 3.3.1: Offer classes in a variety of formats.

Strategy 3.3.2: Franchise popular formats.

Objective 3.4: Educate members and potential members at all levels of expertise.

Strategy 3.4.1: Offer courses at different levels (recognize one size does not fit all).

Goal Area 4: Collaboration & Outreach
LITA reaches out and collaborates with other library organizations in order to increase the awareness of the importance of technology in libraries, improve services to existing members, and reach out to new members.

Objective 4.1: Actively engage members, both virtually and in person, throughout the year.

> Strategy 4.1.1: Implement virtual tools that will allow LITA to reach out to and engage more of its existing and potential members.

> Strategy 4.1.2: Expand programming for virtually participating members.

Objective 4.2: Reaching out to and collaborating with other divisions, roundtables, and offices within ALA.

> Strategy 4.2.1: Interest groups partner or co-sponsor programs with a wide variety of groups within ALA.

> Strategy 4.2.2: Increase engagement with ALA Information Technology & Telecommunication Services (ITTS).

> Strategy 4.2.3: Increase our presence at divisional conferences.

> Strategy 4.2.4: Become early adopters of ALA technology and share expertise and experience with the larger Association.

Objective 4.3: Develop state, regional, national and international relationships with other technology related organizations and associations.

> Strategy 4.3.1: Expand our membership in or partnerships with library technology related organizations.

> Strategy 4.3.2: Increase our presence and collaboration at other technology related conferences and events.

> Strategy 4.3.3: Leverage ALA's relationship with state organizations and regional chapters to form direct connections.

Goal Area 5: Advocacy and Policy
LITA advocates for and participate in the adoption of legislation, policies, technologies and standards that promote equitable access to information and technology.

Objective 5.1 Develop improved processes in communication, participation, support and advocacy with affiliated communities.

> Strategy 5.1.1: Play a large role with Office for Information Technology Policy (OITP) with regard to technology related public policy.

> Strategy 5.1.2: Actively participate in the creation and adoption of international standards within the library community.

> Strategy 5.1.3: Support and promote open source projects.

Strategy 5.1.4: Strengthen the exchange with vendors, service providers, developers and implementers.

Strategy 5.1.5: Reinforce the importance of technologists and technologies in libraries.