Library and Information Technology Association Strategic Plan for 2005-2008

Vision

As the center of expertise about information technology, the Library and Information Technology Association (LITA) leads in exploring and enabling new technologies to empower libraries. LITA members use the promise of technology to deliver dynamic library collections and services.

Mission Statement

LITA educates, serves and reaches out to its members, other ALA members and divisions, and the entire library and information community through its publications, programs and other activities designed to promote, develop, and aid in the implementation of library and information technology.

Function Statement

LITA is concerned with the planning, development, design, application, and integration of technologies within the library and information environment, with the impact of emerging technologies on library service, and with the effect of automated technologies on people. Its major focus is on interdisciplinary issues and emerging technologies. LITA disseminates information, provides educational opportunities for learning about information technologies and forums for the discussion of common concerns, monitors new technologies with potential applications in information science, encourages and fosters research, promotes the development of technical standards, and examines the effects of library systems and networks.

Strategic Initiatives

Objective 1: To educate

Strategies

- Encourage networking and opportunities for information sharing
- Promote shared understanding of technologies as they relate to libraries
- Develop and offer programming through opportunities such as the ALA Annual Conference, preconferences and the LITA National Forum
- Develop and offer LITA Regional Institutes
- Make programming content available through LITA online tools
- Identify topics and authors for LITA publications
- Explore innovative approaches to LITA publications
- Facilitate virtual education opportunities using LITA online tools and other new technologies
- Develop and publicize best practice guidelines

Objective 2: To serve

Strategies

- Advance the appropriate application of new technologies to address existing and future challenges
- Sustain a vibrant Web presence
- Promote and enhance the LITA jobline

- Participate in reviewing new and evolving technology standards
- Identify and apply assessment tools to measure the quality and effectiveness of all LITA activities
- Foster and create opportunities for sponsorships and partnerships
- Support efficient and effective operations in the LITA Office
- Preserve and enhance LITA's financial resources

Objective 3: To reach out

Strategies

- Develop new-value-added services for members
- Develop and implement membership recruitment and retention strategies, including strategies to reach non-librarian information technology professionals in all types of libraries and non-library information services
- Identify, establish, and maintain partnerships with other technology-related organizations, e.g. CNI membership
- Investigate and implement new technologies as alternatives to attending meetings/conferences
- Facilitate electronic/virtual participation within the division, the association, and the international community
- Nurture relationships with standards organizations, ALA divisions, and libraries regarding new and evolving technology standards
- Partner with ALA and the divisions in technology related initiatives