

TO: Planning and Budget Assembly
Division and Round Table Presidents
ALA Executive Board/Council
ALA members

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Over the last two years, a series of conversations involving members, Council and the ALA Executive Board has focused on the future of ALA, and how we can make the Association stronger and more effective in a rapidly changing environment. With the current ALA strategic plan extending through August 2015, we will be working over the next twelve months with members, committees, divisions, round tables and chapter and affiliates on our next plan for the Association. Our goal here will be an updated "Strategic Directions" document for approval by Council at the 2015 Annual Conference in San Francisco.

Attached are four diagrams and documents that are intended to provide a concise overview of our proposed planning process for the coming year. The packet includes:

- A planning process "flowchart" designed to provide for broad member engagement and discussion
- Discussion questions for face to face and virtual member forums
- Framing questions for Executive Board "innovation space" discussions
- A chart that sketches out the ALA Planning "Environment" and how the various planning documents within the Association interrelate

Earlier this year, we shared a new Strategic Framework and three proposed Strategic Initiatives with you and other members. The process outlined in this packet will use this framework and these initiatives, along with the ALA Programmatic Priorities - our core values - as a starting point for our planning over the next year.

As we work on our Strategic Directions document, we will also be involving members in the development of updated plans for each of the strategic initiative areas: Advocacy, Information Policy and Professional and Leadership Development. These plans will help us focus and strengthen our work in these critical areas.

A number of forums are proposed over the coming year, including face to face forums at chapter and affiliate meetings. The forum questions are straightforward and concise, based closely on the community engagement model we've been using over the last two years, and we believe they fit well into the overall process. The virtual forum component will be fleshed out this summer and launched this fall, utilizing a variety of social media and web-based platforms to engage and involve members who cannot participate in face-to-face forums.

The ALA planning environment diagram is intended to suggest how the components of the association, their plans and the new framework would relate to each other. The association is by definition not rigidly hierarchical; committees, divisions, round tables and annual budgets all work together to advance our mutual goals.

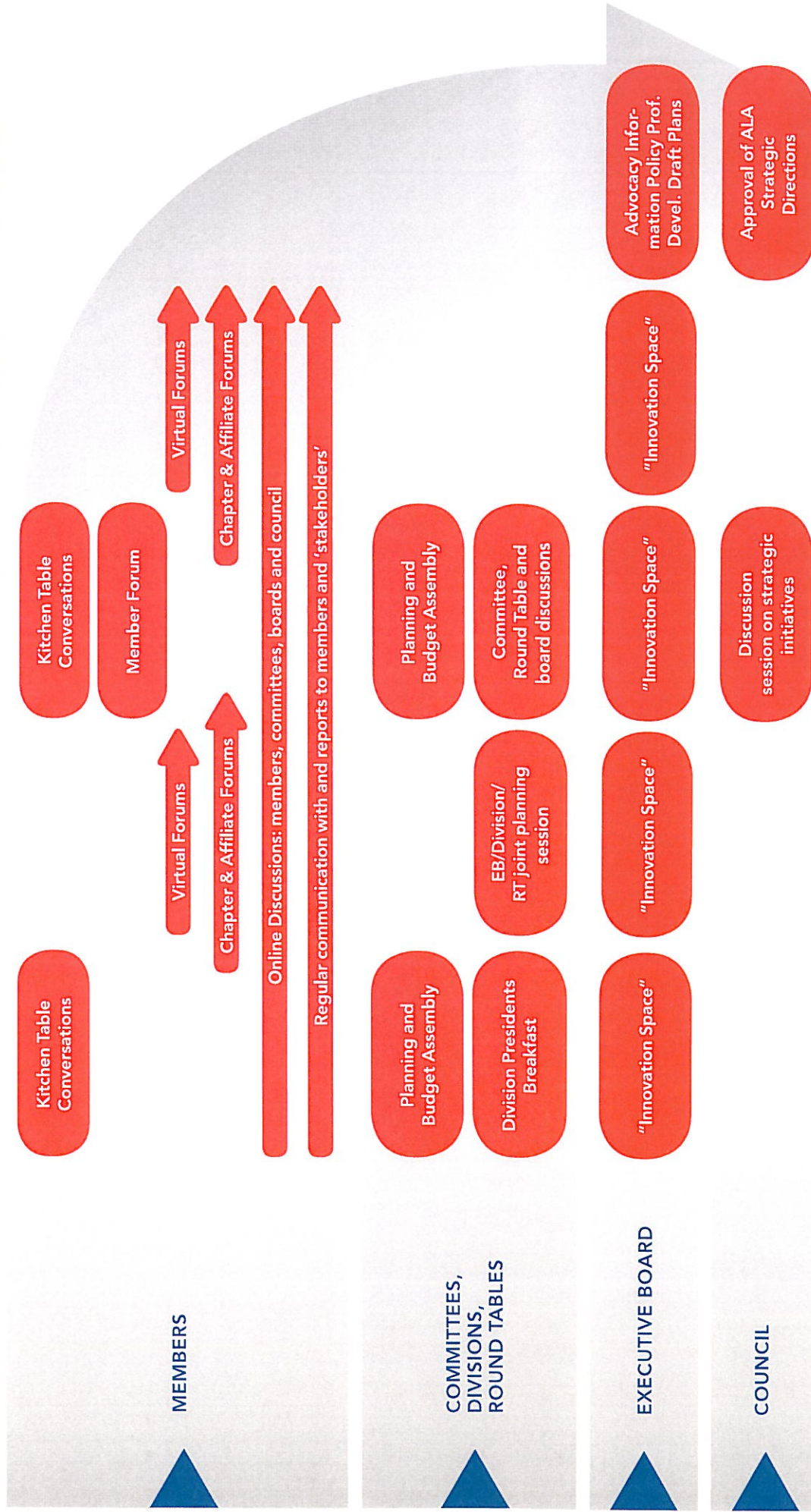
Our mission and core values have not changed; the strategic directions we are working on need to reaffirm these values while building on a long tradition of commitment to the library community, libraries and public we serve. As we plan, we want to make sure that we continue to actively and aggressively pursue our goals and promote our core values. We may be planning, but we are also moving ahead.

Supporting all of this will be many opportunities for individual comments and suggestions, as well as regular and frequent communication back with all of you on the various discussions, forums and plans as they move forward.

We look forward to working with you in the coming year on this important effort.

Proposed Strategic Planning Process

ANNUAL 2014 FALL 2014 MW 2015 SPRING 2015 ANNUAL 2015



Proposed Strategic Planning Process

Questions for Forum discussions

For each strategic area:

What would success look like? How will we know if we're successful?

How might we get there?

How might (my "community") help get us there?

Questions for Executive Board "Innovation Spaces"

Here's what we're hearing.

Is there anything we're hearing that suggests changes or additions to the Strategic Directions?

How might what we're hearing be reflected in our specific Advocacy, Information Policy and Professional Development Plans?

Based on what we've heard, are there things we can do/need to do right now?

Are there things we want to put in a "parking lot" for future discussion?

ALA Planning "Environment"

