Ahead to 2010 Value Proposition Gap Analysis, 2004-2009 *(8.14.09)*

The results of this gap analysis will be used to inform discussions as the members of the American Library Association develop ALA's 2015 strategic plan.

Value Proposition Development

In 2004, as ALA was developing the ALA *Ahead to 2010* plan, ALA Unit Managers worked with James G. Dalton, consultant and author of From Scan to Plan: Integrating Trends into the Strategy Making Process, to develop a set of "value propositions" for the Association.

A "value proposition" is defined as a single sentence statement on the value a program or product delivers, from the customer's/member's point of view. In developing the value propositions, ALA managers attempted to develop a finite number of statements that comprehensively and concisely captured the wide range of Association programs and services.

Those "value propositions" were then presented to members in a survey. Members were asked for their perceptions of the program/products importance and performance. In each case a 1-5 point scale was used, with 5 being high. Additionally, members had the option (for performance only, not importance) of indicating that they did not have enough familiarity to rate a value proposition (a 0-5 point scale was used).

The difference between the aggregate rating on "importance" and the aggregate rating on "performance" for each given value proposition is the "gap" in the scores. So, a given "value proposition" might be rated high on importance but low on performance, low on importance but high on performance – or the gap may be minimal.

The gap analysis approach is, generally, as follows: (1) Examine/address programs (value propositions) selectively, starting with the programs/value propositions with the highest importance ratings and the greatest performance gap. (2) Track data over time to see progress on improving performance relative to importance. (3) Track data over time to see where program importance is stable; in other words, to get indications of shifts in member priorities.

Data from the 2004 gap analysis was used in combination with a wide array of other data – from multiple focus groups, the customer service survey, telephone surveys, chapter meetings and planning sessions – in developing ALA Ahead to 2010.

As ALA began the process of developing its 2015 strategic plan, members again were surveyed on the value propositions.

The same value propositions used in developing the *Ahead to 2010* strategic plan developed in 2004 (the original 35 statements plus two new propositions representing two new programs) were fielded with ALA members during February-March, 2009 to rate both the IMPORTANCE and PERFORMANCE of 37 statements. The figures presented in this overview highlight Importance and Performance scores from the most recent member survey (2009), 2004 and comparing value statements between 2004 and 2009.

Methodology:
Value propositions were scored on a 6-point scale, zero to five. A zero score was "not aware" and was available to respondents only in scoring ALA performance. Scores 1 (lowest) to 5 (highest) were available response options both for importance and performance for each value proposition.

2009

- Surveyed members about the ***Ahead to 2010*** strategic goals and objectives using value propositions developed and baseline scored in 2004
- Conducted February-March 2009
- 8,791 total respondents (approximately 16% of membership)
- "Importance" average score 3.92; median score 4.11
- "Performance" average score 3.13; median score 3.54

2004

- Surveyed members about the ***Ahead to 2010*** strategic goals and objectives using value propositions developed in 2004 for that purpose
- Conducted May-July 2004
- 13,555 total respondents (approximately 20% of membership)
- "Importance" average score 3.93; median score 4.0
- "Performance" average score 3.10; median score 4.0
  *Median scores for both importance and performance are high because of the disproportionate number of value propositions scored 5 (294,444) compared with those with a score of 1 (28,354).

Results:

Tables A-1.1 and A1.2 present the *Ahead to 2010* Value Proposition "gap" analysis of Importance, Performance and the difference ("gap") reported in 2009, ordered by Importance and Performance scores from highest to lowest. A "gap" between Importance and Performance of less than +0.50 or -0.50 (10% variation) is not statistically significant because of the 5-point scoring scale used. Variations smaller or greater than 0.50 in "gap" scores would have been meaningful had the scoring scale been more granular (e.g., a 10 point scale). Importance scores higher than Performance yield a positive numeric difference ("gap"); Performance scores higher than Importance yield a negative numeric difference ("gap").

A1.1 2010 Value Proposition Gap Analysis Scores Ordered by Importance (2009)			
Value Proposition	**Importance**	**Performance**	**Difference**
Legislative Advocacy	4.47	3.47	0.99
Accreditation	4.45	3.14	1.31
Continuing Ed.	4.42	3.45	0.97
Intellectual Freedom	4.39	3.89	0.49
Public Awareness	4.38	3.4	0.98
Standards	4.36	3.42	0.94
Website	4.32	3.64	0.68
Networking	4.32	3.34	0.98
Divisions	4.28	3.96	0.32
Media Relations	4.27	3.5	0.78
Policy Analysis	4.26	3.36	0.90
Annual Conference	4.23	4.06	0.18
Professional Resources	4.19	3.14	1.05
Books & Periodicals	4.16	3.78	0.38
Research /Statistics	4.14	3.31	0.83
Advocacy	4.09	3.03	1.06
Career Development	4.08	2.92	1.16
Literacy	4.04	2.97	1.07
E-Newsletters and other electronic updates	4.00	3.43	0.58
Chapters	3.98	2.32	1.66
Reference Services	3.95	2.56	1.39
Outreach	3.91	2.45	1.46
Author Awards	3.89	3.95	-0.05
Scholarships	3.89	2.61	1.28
Jobs	3.88	2.91	0.98
American Libraries	3.84	4.03	-0.18
Funding & Grants	3.83	2.19	1.63
Leadership Development	3.79	3.23	0.56
Round Tables	3.67	3.31	0.36
Recruitment/Diversity	3.62	2.45	1.16
Service Awards	3.55	3.54	0.00
Promotional Materials	3.54	3.93	-0.39
International Work	3.4	2.18	1.23
Cultural Programming	3.37	2.32	1.05
Midwinter Meeting	3.06	3.38	-0.32
Planned Giving	2.78	1.61	1.16
Affinity Programs	2.24	1.47	0.78

A1.2. 2010 Value Proposition Gap Analysis Scores Ordered by Performance (2009)			
Value Proposition	**Importance**	**Performance**	**Difference**
Annual Conference	4.23	4.06	0.18
American Libraries	3.84	4.03	-0.18
Divisions	4.28	3.96	0.32
Author Awards	3.89	3.95	-0.05
Promotional Materials	3.54	3.93	-0.39
Intellectual Freedom	4.39	3.89	0.49
Books & Periodicals	4.16	3.78	0.38
Website	4.32	3.64	0.68
Service Awards	3.55	3.54	0.00
Media Relations	4.27	3.50	0.78
Legislation	4.47	3.47	0.99
Continuing Ed.	4.42	3.45	0.97
E-Newsletters and other electronic updates	4.00	3.43	0.58
Standards	4.36	3.42	0.94
Public Awareness	4.38	3.40	0.98
Midwinter Meeting	3.06	3.38	-0.32
Policy Analysis	4.26	3.36	0.90
Networking	4.32	3.34	0.98
Round Tables	3.67	3.31	0.36
Research /Statistics	4.14	3.31	0.83
Leadership Development	3.79	3.23	0.56
Accreditation	4.45	3.14	1.31
Professional Resources	4.19	3.14	1.05
Advocacy	4.09	3.03	1.06
Literacy	4.04	2.97	1.07
Career Development	4.08	2.92	1.16
Jobs	3.88	2.91	0.98
Scholarships	3.89	2.61	1.28
Reference Services	3.95	2.56	1.39
Recruitment/Diversity	3.62	2.45	1.16
Outreach	3.91	2.45	1.46
Chapters	3.98	2.32	1.66
Cultural Programming	3.37	2.32	1.05
Funding& Grants	3.83	2.19	1.63
International Work	3.40	2.18	1.23
Planned Giving	2.78	1.61	1.16
Affinity Programs	2.24	1.47	0.78

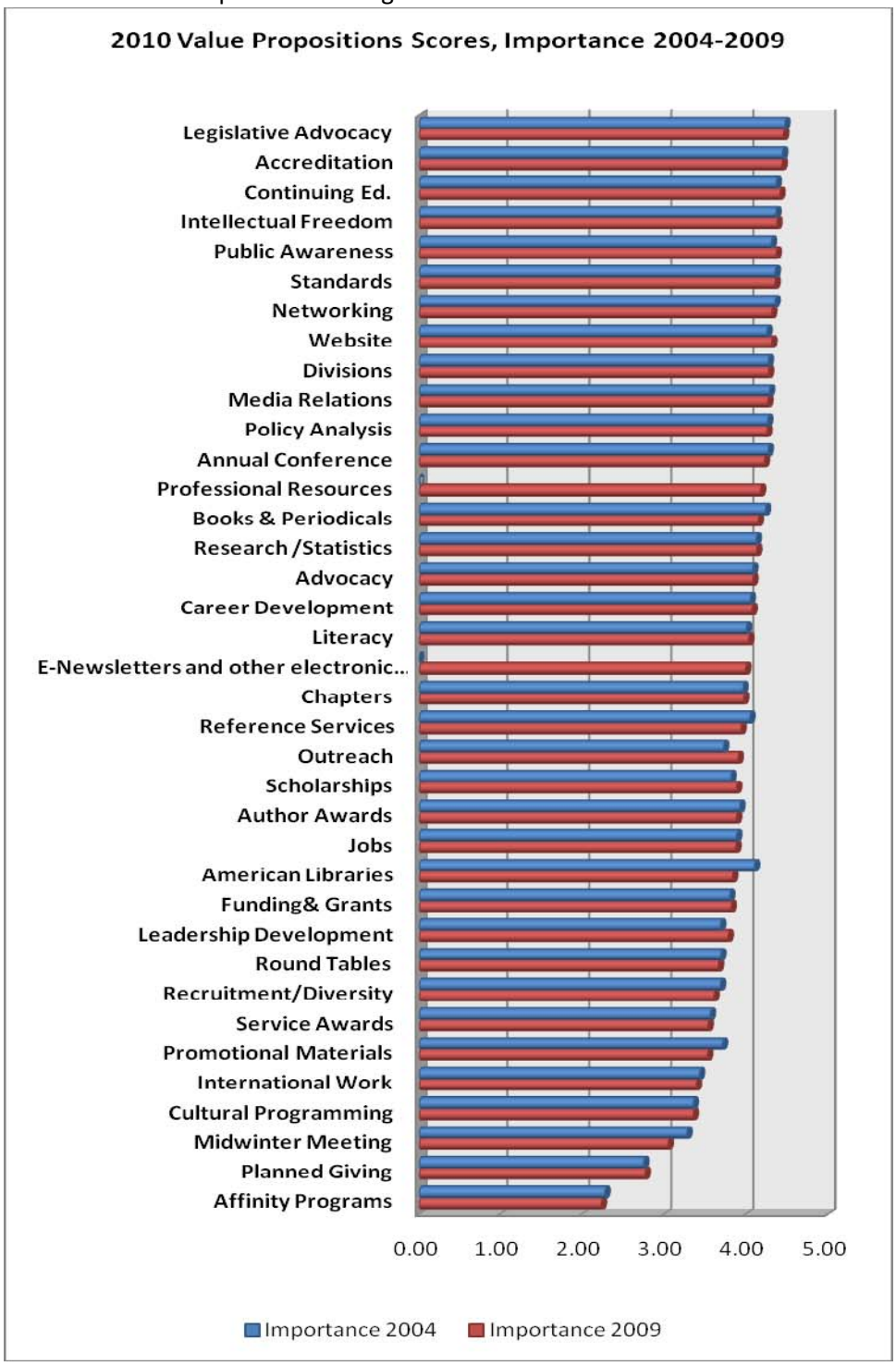
Table A2.1 and A2.2 present the 2010 Value Proposition gap analysis scores reported by ALA members in 2004 and are sorted by Importance and Performance score, from highest to lowest. As with Tables A-1, “gaps” of +/-0.50% are not statistically significant. Importance scores higher than Performance yield a

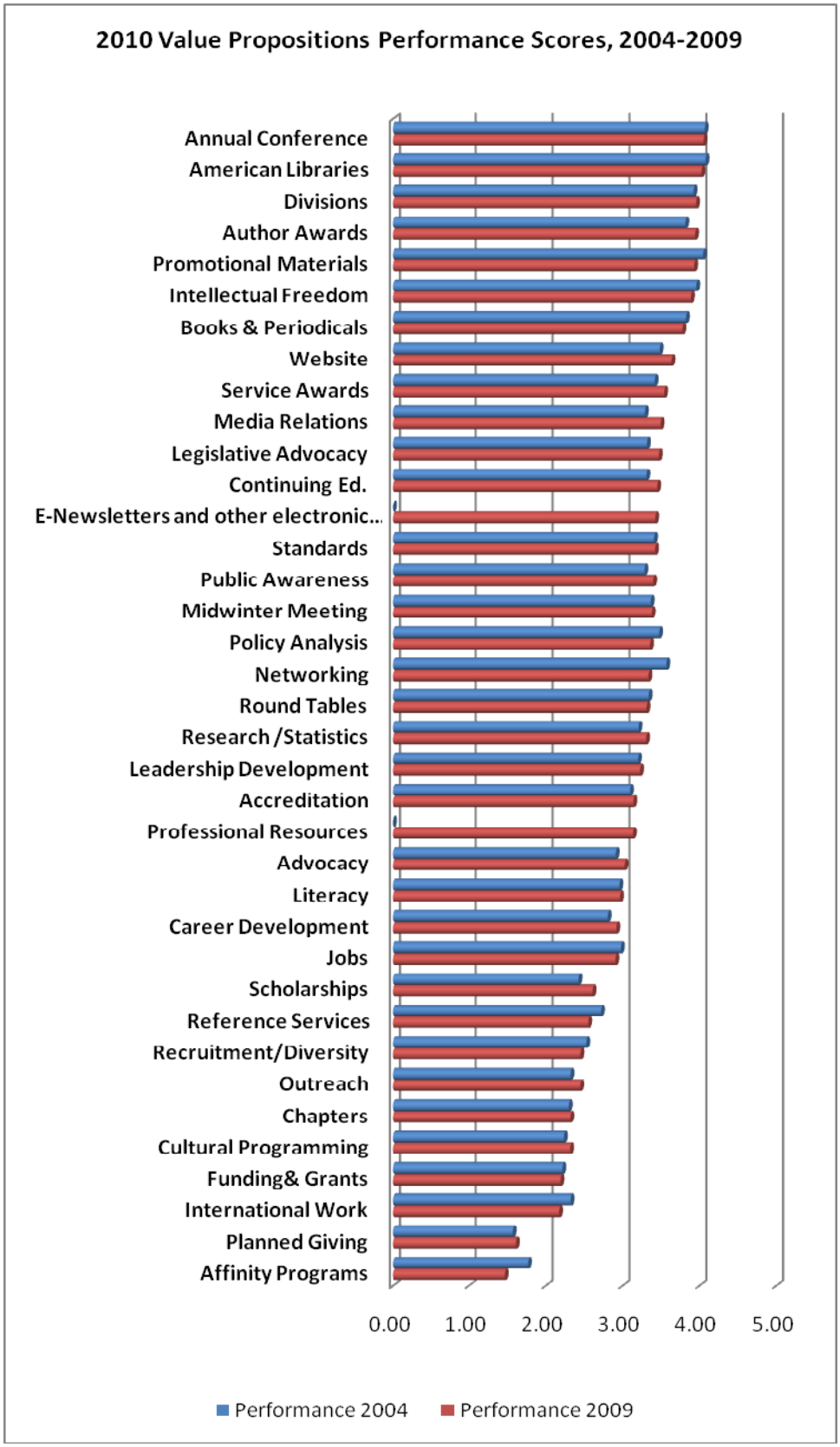
positive numeric difference ("gap"); Performance scores higher than Importance yield a negative numeric difference ("gap").

A2.1 2010 Value Proposition Gap Analysis Scores Ordered by Importance (2004)			
Value Proposition Statement	**Importance**	**Performance**	**Difference**
Legislative Advocacy	4.48	3.32	1.16
Jobs	4.45	2.98	0.91
Continuing Ed.	4.38	3.31	1.06
Intellectual Freedom	4.37	3.96	0.41
Research /Statistics	4.37	3.41	0.95
Networking	4.36	3.57	0.79
Public Awareness	4.32	3.29	1.03
Media Relations	4.30	3.29	1.00
Annual Conference	4.28	4.07	0.21
Divisions	4.28	3.93	0.35
Policy Analysis	4.27	3.48	0.80
Website	4.26	3.49	0.78
Books & Periodicals	4.25	3.83	0.42
Standards	4.13	3.21	0.92
American Libraries	4.11	4.08	0.03
Accreditation	4.10	3.10	1.36
Career Development	4.09	2.81	1.25
Reference Services	4.06	2.72	1.33
Recruitment/Diversity	4.06	2.53	1.17
Advocacy	4.01	2.91	1.18
Cultural Programming	3.97	2.24	1.13
Author Awards	3.93	3.82	0.11
Literacy	3.89	2.96	1.05
International Work	3.82	2.33	1.12
Affinity Programs	3.81	1.77	0.52
Chapters	3.73	2.30	1.67
Promotional Materials	3.72	4.05	-0.33
Round Tables	3.70	3.34	0.36
Leadership Development	3.70	3.20	0.49
Scholarships	3.70	2.43	1.40
Service Awards	3.57	3.42	0.15
Outreach	3.44	2.32	1.41
Funding & Grants	3.36	2.22	1.59
Midwinter Meeting	3.29	3.37	-0.08
Planned Giving	2.29	1.57	1.19

A2.2 2010 Value Propositions Gap Analysis Scored Ordered by Performance (2004)			
Value Proposition Statement	Importance	Performance	Difference
American Libraries	4.11	4.08	0.03
Annual Conference	4.28	4.07	0.21
Promotional Materials	3.72	4.05	-0.33
Intellectual Freedom	4.37	3.96	0.41
Divisions	4.28	3.93	0.35
Books & Periodicals	4.25	3.83	0.42
Author Awards	3.93	3.82	0.11
Networking	4.36	3.57	0.79
Website	4.26	3.49	0.78
Policy Analysis	4.27	3.48	0.80
Service Awards	3.57	3.42	0.15
Research /Statistics	4.37	3.41	0.95
Midwinter Meeting	3.29	3.37	-0.08
Round Tables	3.70	3.34	0.36
Legislative Advocacy	4.48	3.32	1.16
Continuing Ed.	4.38	3.31	1.06
Media Relations	4.30	3.29	1.00
Public Awareness	4.32	3.29	1.03
Standards	4.13	3.21	0.92
Leadership Development	3.70	3.20	0.49
Accreditation	4.10	3.10	1.36
Jobs	4.45	2.98	0.91
Literacy	3.89	2.96	1.05
Advocacy	4.01	2.91	1.18
Career Development	4.09	2.81	1.25
Reference Services	4.06	2.72	1.33
Recruitment/Diversity	4.06	2.53	1.17
Scholarships	3.70	2.43	1.40
International Work	3.82	2.33	1.12
Outreach	3.44	2.32	1.41
Chapters	3.73	2.30	1.67
Cultural Programming	3.97	2.24	1.13
Funding & Grants	3.36	2.22	1.59
Affinity Programs	3.81	1.77	0.52
Planned Giving	2.29	1.57	1.19

The following two bar graphs present the comparison of *Ahead to 2010* Value Proposition statement Importance and Performance scores reported by ALA members in 2004 (**BLUE, top** bar) and in 2009 (**RED, bottom** bar). The bars are sorted by the 2004 Importance or Performance scores, highest to lowest. The numeric scores are presented as figures A3.1 and A3.2.

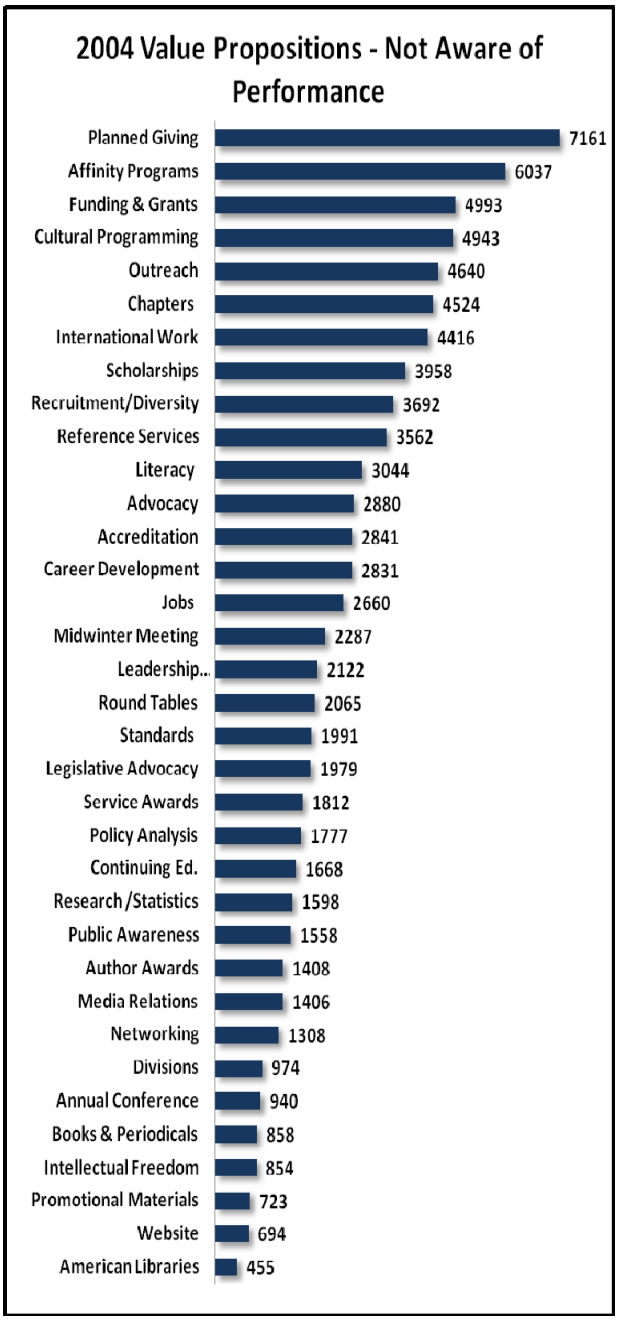


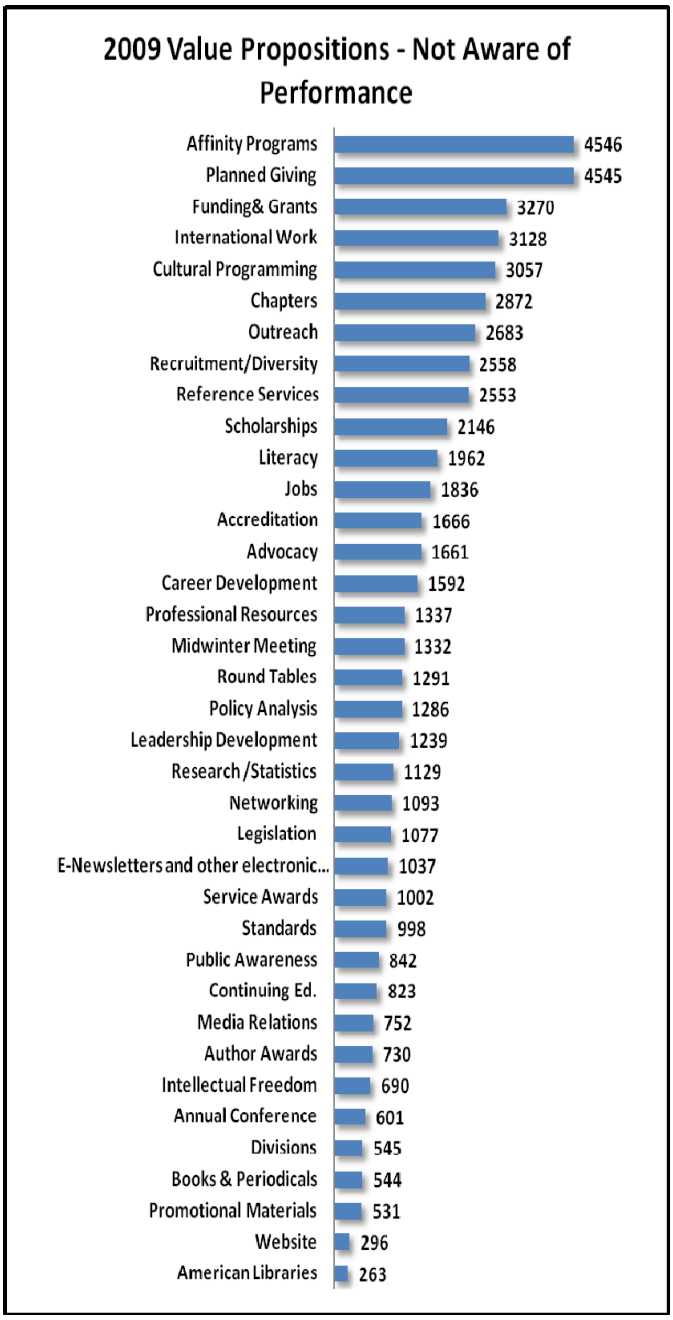

2010 Value Propositions Performance Scores, 2004-2009
Annual Conference
American Libraries
Divisions
Author Awards
Promotional Materials
Intellectual Freedom
Books & Periodicals
Website
Service Awards
Media Relations
Legislative Advocacy
Continuing Ed.
E-Newsletters and other electronic...
Standards
Public Awareness
Midwinter Meeting
Policy Analysis
Networking
Round Tables
Research /Statistics
Leadership Development
Accreditation
Professional Resources
Advocacy
Literacy
Career Development
Jobs
Scholarships
Reference Services
Recruitment/Diversity
Outreach
Chapters
Cultural Programming
Funding& Grants
International Work
Planned Giving
Affinity Programs
0.00
1.00
2.00
3.00
4.00
5.00
Performance 2004
Performance 2009

A3.1 Importance Scores Value Propositions	Importance Score 2004	Importance Score 2009	Difference Importance Scores 2004 to 2009
Legislative Advocacy	4.48	4.47	-0.02
Accreditation	4.45	4.45	-0.01
Continuing Ed.	4.38	4.42	0.04
Intellectual Freedom	4.37	4.39	0.01
Public Awareness	4.32	4.38	0.06
Standards	4.37	4.36	0.00
Networking	4.36	4.32	-0.04
Website	4.26	4.32	0.06
Divisions	4.28	4.28	0.00
Media Relations	4.30	4.27	-0.02
Policy Analysis	4.27	4.26	-0.01
Annual Conference	4.28	4.23	-0.05
Professional Resources	new 2009	4.19	0.00
Books & Periodicals	4.25	4.16	-0.09
Research /Statistics	4.13	4.14	0.00
Advocacy	4.09	4.09	0.00
Career Development	4.06	4.08	0.02
Literacy	4.01	4.04	0.03
E-Newsletters and other electronic updates	new 2009	4.00	0.00
Chapters	3.97	3.98	0.01
Reference Services	4.06	3.95	-0.11
Outreach	3.73	3.91	0.18
Scholarships	3.82	3.89	0.07
Author Awards	3.93	3.89	-0.04
Jobs	3.89	3.88	-0.01
American Libraries	4.11	3.84	-0.27
Funding& Grants	3.81	3.83	0.02
Leadership Development	3.70	3.79	0.09
Round Tables	3.70	3.67	-0.03
Recruitment/Diversity	3.70	3.62	-0.08
Service Awards	3.57	3.55	-0.03
Promotional Materials	3.72	3.54	-0.18
International Work	3.44	3.40	-0.04
Cultural Programming	3.36	3.37	0.00
Midwinter Meeting	3.29	3.06	-0.23
Planned Giving	2.76	2.78	0.02
Affinity Programs	2.29	2.24	-0.04

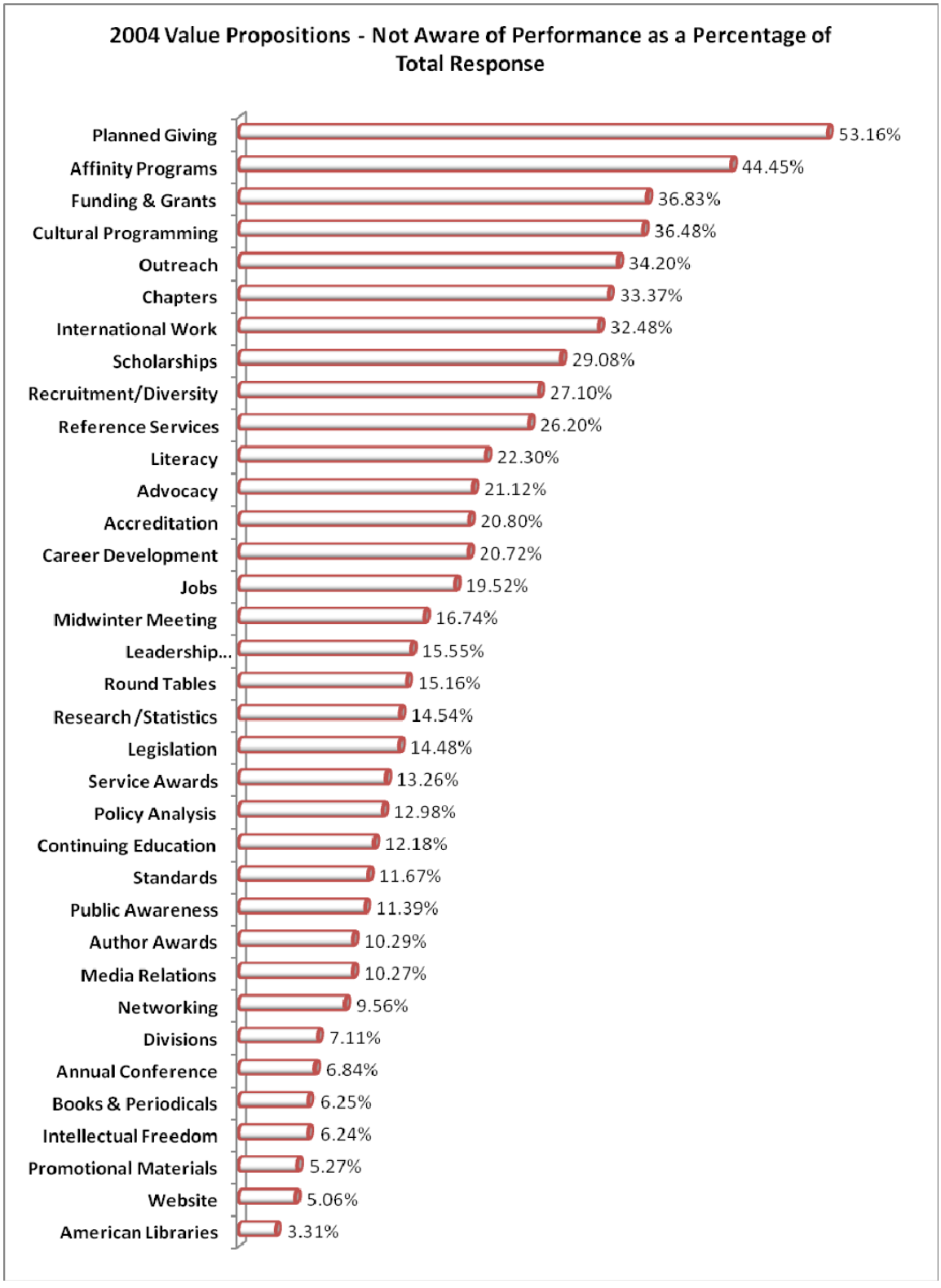
A3.2 Performance Scores Value Propositions	Performance Score 2004	Performance Score 2009	Difference Performance Scores 2004 to 2009
Annual Conference	4.07	4.06	-0.02
American Libraries	4.08	4.03	-0.05
Divisions	3.93	3.96	0.03
Author Awards	3.82	3.95	0.13
Promotional Materials	4.05	3.93	-0.12
Intellectual Freedom	3.96	3.89	-0.07
Books & Periodicals	3.83	3.78	-0.04
Website	3.49	3.64	0.15
Service Awards	3.42	3.54	0.12
Media Relations	3.29	3.50	0.20
Legislative Advocacy	3.32	3.47	0.15
Continuing Ed.	3.31	3.45	0.14
E-Newsletters and other electronic updates	new 2009	3.43	0.00
Standards	3.41	3.42	0.01
Public Awareness	3.29	3.40	0.11
Midwinter Meeting	3.37	3.38	0.01
Policy Analysis	3.48	3.36	-0.12
Networking	3.57	3.34	-0.23
Round Tables	3.34	3.31	0.00
Research /Statistics	3.21	3.31	0.10
Leadership Development	3.20	3.23	0.03
Accreditation	3.10	3.14	0.04
Professional Resources	new 2009	3.14	0.00
Advocacy	2.91	3.03	0.12
Literacy	2.96	2.97	0.01
Career Development	2.81	2.92	0.11
Jobs	2.98	2.91	-0.07
Scholarships	2.43	2.61	0.18
Reference Services	2.72	2.56	-0.17
Recruitment/Diversity	2.53	2.45	-0.08
Outreach	2.32	2.45	0.13
Chapters	2.30	2.32	0.02
Cultural Programming	2.24	2.32	0.08
Funding& Grants	2.22	2.19	-0.02
International Work	2.33	2.18	-0.15
Planned Giving	1.57	1.61	0.04
Affinity Programs	1.77	1.47	-0.30

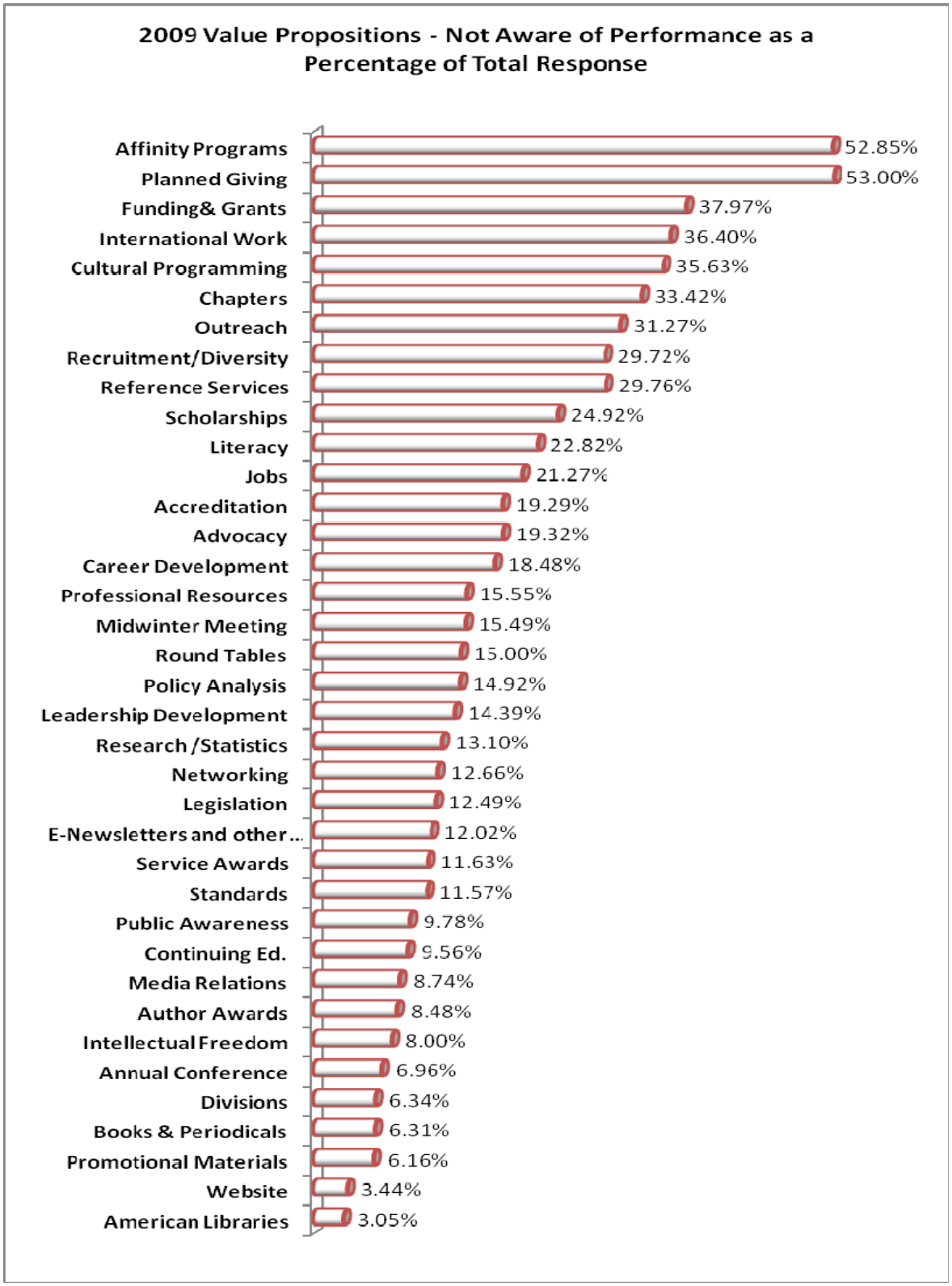
The following two figures present the number of "Not Aware" responses to value proposition performance, 2004 to 2009. The significance of these value proposition performance responses is the number of members that chose this response option rather than scoring performance on the 1-to-5 scale.



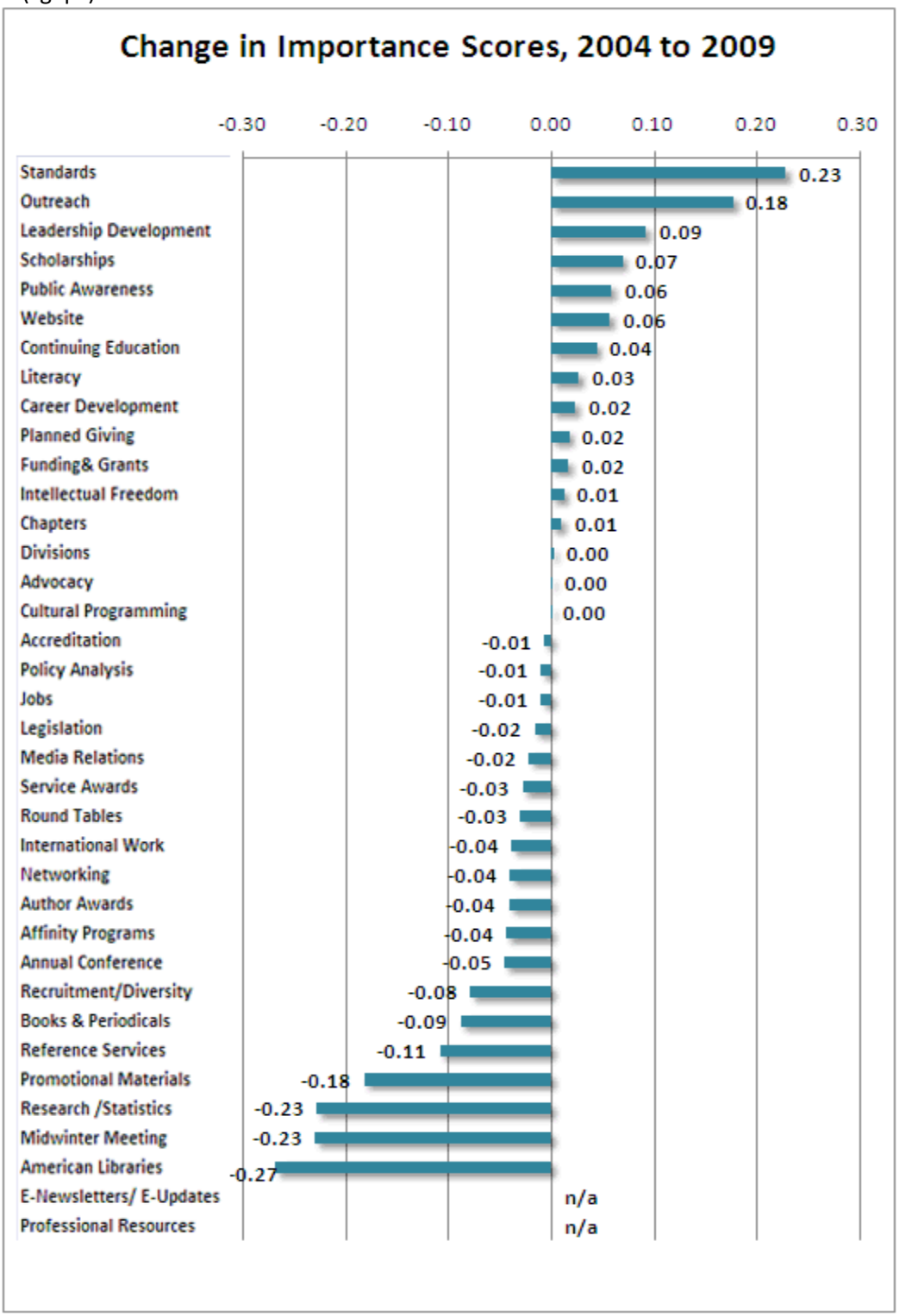


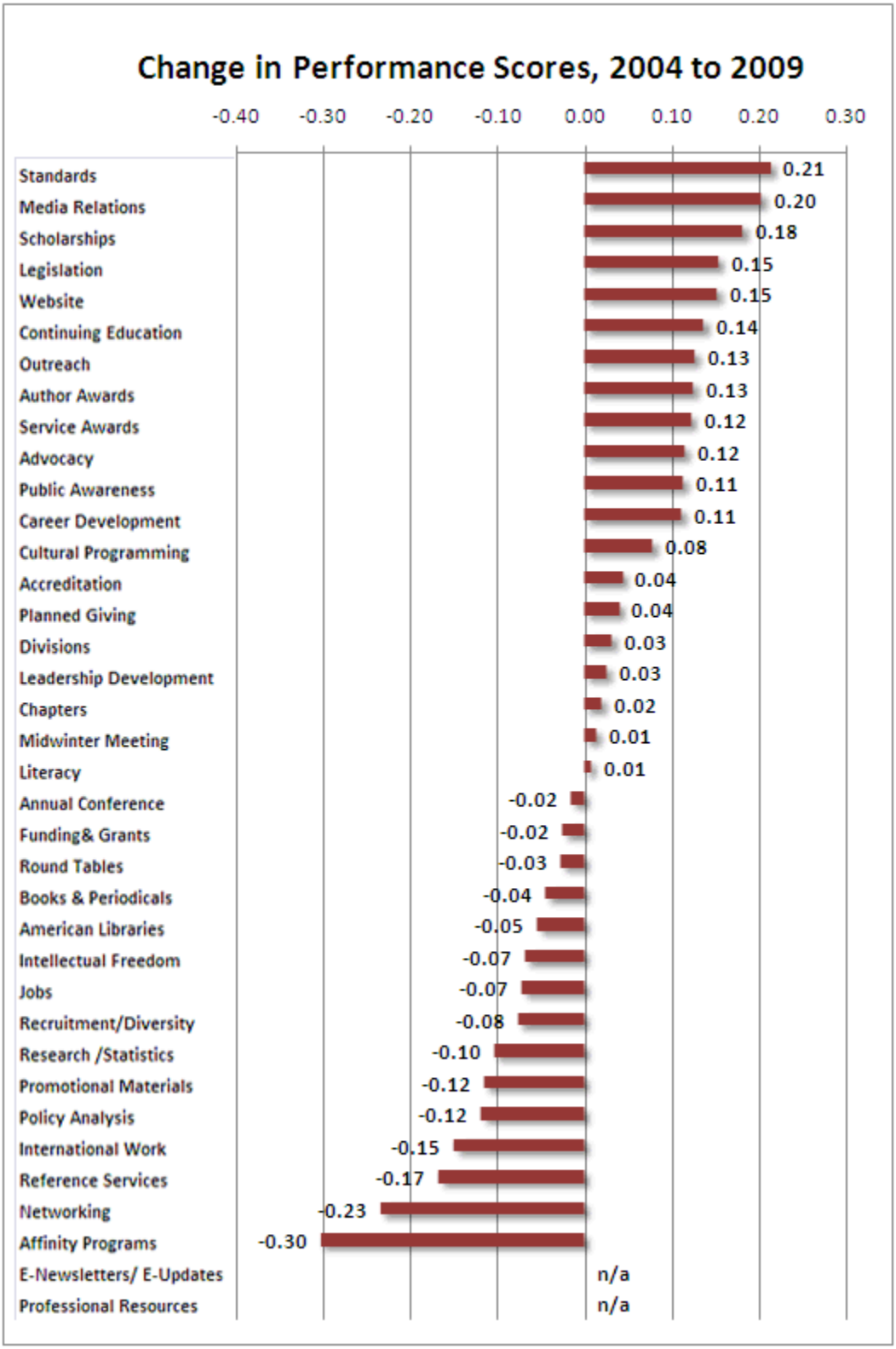
These next two bar graphs present the Not Aware scores as a percentage of total response for each value proposition in 2004 and 2009.


2004 Value Propositions - Not Aware of Performance as a Percentage of Total Response
Planned Giving 53.16%
Affinity Programs 44.45%
Funding & Grants 36.83%
Cultural Programming 36.48%
Outreach 34.20%
Chapters 33.37%
International Work 32.48%
Scholarships 29.08%
Recruitment/Diversity 27.10%
Reference Services 26.20%
Literacy 22.30%
Advocacy 21.12%
Accreditation 20.80%
Career Development 20.72%
Jobs 19.52%
Midwinter Meeting 16.74%
Leadership... 15.55%
Round Tables 15.16%
Research /Statistics 14.54%
Legislation 14.48%
Service Awards 13.26%
Policy Analysis 12.98%
Continuing Education 12.18%
Standards 11.67%
Public Awareness 11.39%
Author Awards 10.29%
Media Relations 10.27%
Networking 9.56%
Divisions 7.11%
Annual Conference 6.84%
Books & Periodicals 6.25%
Intellectual Freedom 6.24%
Promotional Materials 5.27%
Website 5.06%
American Libraries 3.31%


2009 Value Propositions - Not Aware of Performance as a Percentage of Total Response
Affinity Programs 52.85%
Planned Giving 53.00%
Funding& Grants 37.97%
International Work 36.40%
Cultural Programming 35.63%
Chapters 33.42%
Outreach 31.27%
Recruitment/Diversity 29.72%
Reference Services 29.76%
Scholarships 24.92%
Literacy 22.82%
Jobs 21.27%
Accreditation 19.29%
Advocacy 19.32%
Career Development 18.48%
Professional Resources 15.55%
Midwinter Meeting 15.49%
Round Tables 15.00%
Policy Analysis 14.92%
Leadership Development 14.39%
Research /Statistics 13.10%
Networking 12.66%
Legislation 12.49%
E-Newsletters and other... 12.02%
Service Awards 11.63%
Standards 11.57%
Public Awareness 9.78%
Continuing Ed. 9.56%
Media Relations 8.74%
Author Awards 8.48%
Intellectual Freedom 8.00%
Annual Conference 6.96%
Divisions 6.34%
Books & Periodicals 6.31%
Promotional Materials 6.16%
Website 3.44%
American Libraries 3.05%

The following two figures present the change in scores (Importance/Performance) between 2004 and 2009. The changes in scores are presented as numbers and as bars. Again, differences in scores of +/- 0.50% are not statistically significant. Importance scores higher than Performance yield a positive numeric difference ("gap"); Performance scores higher than Importance yield a negative numeric difference ("gap").




Change in Performance Scores, 2004 to 2009
-0.40
-0.30
-0.20
-0.10
0.00
0.10
0.20
0.30
Standards 0.21
Media Relations 0.20
Scholarships 0.18
Legislation 0.15
Website 0.15
Continuing Education 0.14
Outreach 0.13
Author Awards 0.13
Service Awards 0.12
Advocacy 0.12
Public Awareness 0.11
Career Development 0.11
Cultural Programming 0.08
Accreditation 0.04
Planned Giving 0.04
Divisions 0.03
Leadership Development 0.03
Chapters 0.02
Midwinter Meeting 0.01
Literacy 0.01
Annual Conference -0.02
Funding& Grants -0.02
Round Tables -0.03
Books & Periodicals -0.04
American Libraries -0.05
Intellectual Freedom -0.07
Jobs -0.07
Recruitment/Diversity -0.08
Research /Statistics -0.10
Promotional Materials -0.12
Policy Analysis -0.12
International Work -0.15
Reference Services -0.17
Networking -0.23
Affinity Programs -0.30
E-Newsletters/ E-Updates n/a
Professional Resources n/a

The following table presents the change in the gap between Importance/Performance scores reported by members in 2004 and 2009, arranged alphabetically by Value Proposition statement. The first value, Accreditation, saw a decline in the I/P gap between 2004 to 2009, yielding a *positive change* of 0.05 points. A negative change indicates a growing gap between I/P since 2004. Again, differences in scores of +/-0.50% are not statistically significant.

Change in Gap Scores, 2004 and 2009			
	2004	2009	Total Change
Value	I/P Gaps	I/P Gaps	2004 to 2009
Accreditation	1.36	1.31	0.05
Advocacy	1.18	1.06	0.11
Affinity Programs	0.52	0.78	-0.26
American Libraries	0.03	-0.18	0.21
Annual Conference	0.21	0.18	0.03
Author Awards	0.11	-0.05	0.17
Books & Periodicals	0.42	0.38	0.04
Career Development	1.25	1.16	0.09
Chapters	1.67	1.66	0.01
Continuing Ed.	1.06	0.97	0.09
Cultural Programming	1.13	1.05	0.08
Divisions	0.35	0.32	0.03
E-Newsletters/ E-updates	new 2009	0.58	n/a
Funding& Grants	1.59	1.63	-0.04
Intellectual Freedom	0.41	0.49	-0.08
International Work	1.12	1.23	-0.11
Jobs	0.91	0.98	-0.06
Leadership Development	0.49	0.56	-0.07
Legislation	1.16	0.99	0.17
Literacy	1.05	1.07	-0.02
Media Relations	1.00	0.78	0.23
Midwinter Meeting	-0.08	-0.32	0.24
Networking	0.79	0.98	-0.19
Outreach	1.41	1.46	-0.05
Planned Giving	1.19	1.16	0.02
Policy Analysis	0.80	0.90	-0.11
Professional Resources	new 2009	1.05	n/a
Promotional Materials	-0.33	-0.39	0.07
Public Awareness	1.03	0.98	0.06
Recruitment/Diversity	1.17	1.16	0.00
Reference Services	1.33	1.39	-0.06
Research /Statistics	0.92	0.83	0.09
Round Tables	0.36	0.36	0.00
Scholarships	1.40	1.28	0.11
Service Awards	0.15	0.00	0.15
Standards	0.95	0.94	0.02
Website	0.78	0.68	0.10

Value Proposition statements were developed to establish and assess ALA *Ahead to 2010* strategic goals and objectives. Those statements were used in 2004 and 2009 to determine the gap between the Importance of those statements to ALA members and ALA's Performance in achieving them. The Value Proposition statements are presented alphabetically in the following glossary. Two new value propositions were added in 2009 and are identified by an asterisk (*) preceding the term.

Value Propositions (2009 revised)

Accreditation A program that provides assurance that graduate programs in library and information studies meet approved standards of quality.
Advocacy Information, tools and training to help members and library supporters advocate successfully in the local community, state and federal arenas.
Affinity Programs Access to group rates on auto, life and health insurance, as well as discounts on car rental and other services.
American Libraries A monthly magazine that provides an overview of association activities, news and feature stories that provide information, support professional development and help improve library service.
Annual Conference An annual conference that provides programs, pre-conferences, exhibits featuring new products and services, social events, peer networking and participation in the work of the association.
Author Awards Awards that encourage reading by recognizing authors and creators of outstanding books and other media.
Books & Periodicals Books and periodicals which help improve library services and advance the profession.

Career Development Access to career development resources and guidance.
Chapters Support for state chapters, affiliates and other allied organizations that work for the improvement of libraries at the local, state and national level.
Continuing Ed. Continuing education in a variety of formats and venues, including conferences, workshops, institutes, teleconferences and web courses.
Cultural Programming Support for library cultural programming through prepackaged programs and exhibits, training and funding.
Divisions Membership divisions that focus on specific types of libraries or specific types of library activities.
E-Newsletters and other electronic updates Electronic newsletters, RSS feeds and other update mechanisms to provide broad-based, current information on activities and issues of interest to ALA members. (new in 2009)

Funding & Grants Information on grant opportunities, including federal E-Rate funding.
Intellectual Freedom Activities that promote and defend intellectual freedom in libraries at the local, state and federal levels.
International Work International activities and collaborations that connect libraries and librarians, increase global understanding and improve library services at home and abroad.

Jobs Access to a national pool of candidates and job opportunities in libraries and related organizations.

Leadership Development Opportunities to develop leadership skills through service on boards, committees, mentoring, and other volunteer activities.
Legislation Legislative activity to increase federal funding for libraries and to promote state and federal legislation of benefit to libraries and library users.

Literacy Resources and strategies to promote and support literacy programs in libraries.
Media Relations News articles, news releases and news interviews that increase the visibility of libraries, library workers and library issues.
Midwinter Meeting A midwinter meeting that provides an opportunity to participate in the work of the association, peer networking, exhibits featuring new products and services, institutes and special

programs.

Networking Opportunities to interact with professional colleagues, face-to-face or electronically, to share knowledge and best practices and advance the profession.
Outreach Training, resources and service delivery strategies that promote and support services to special populations, including the traditionally underserved.
Planned Giving Opportunities for individual members to ensure the future of programs they care about through planned giving.
Policy Analysis Analysis of government policy in areas such as copyright in order to inform members and support legislation promoting access to information.
Professional Resources Information about exemplary, model, and innovative programs, services and methods in all types of libraries. (new in 2009)
Promotional Materials Posters and other promotional materials that encourage reading and library usage.
Public Awareness An ongoing campaign that communicates the value of libraries and library staff and provides tools and materials needed to promote the library's message on a national basis and in the local community.
Recruitment/Diversity Resources and strategies that help libraries to recruit a more diverse workforce reflective of the changing demographics of the nation.
Reference Services Answers to questions from members and the public regarding libraries, librarianship, and current library issues and development of online resources to answer frequently-asked questions.
Research /Statistics Statistical information and research studies on library issues, salaries, demographics and services.

Round Tables Membership round tables that enable members to address special interests and issues.
Scholarships Financial assistance through scholarships, grants and awards for professional education and professional development.
Service Awards Awards that recognize and promote outstanding work in and contributions to the profession.

Standards Standards and guidelines to help improve library service.

Website Access to ALA news, information, tools and services on the website.