

# Alabama Library Association Strategic Plan 2020-2023

“In the most basic terms, an association is simply a voluntary organization of persons with common interests and ends, joining formally to achieve things they could not achieve – or could not achieve as well – alone”<sup>1</sup>

The Alabama Library Association, an organization of members fortified by alliances with similarly-oriented parties, “is a non-profit corporation formed to encourage and promote the welfare of libraries and professional interests of librarians in the State of Alabama. The Mission of the Alabama Library Association is to provide leadership for the development, advocacy, and improvement of library and information services and to promote the profession of librarianship, in order to enhance learning and ensure access to information for all.”<sup>2</sup>

With these statements in mind, the Association chooses as its current strategic focus the following three areas of mission: advocacy, membership, and library vitality. This strategic plan will guide the association in its endeavors for the next three years. It is accepted that the plan is a living document which may be interpreted with differing emphases under successive presidents, but it is hoped that its framework will lead to substantive change through focused work by the members of the executive council, members of the association, and its allies.

The following aspirational statements guide this plan:

- **ALLA advocates to ensure the welfare of Alabama libraries and to promote their funding and use.**
- **ALLA engages its members by fostering communication, providing growth opportunities, and advancing connections with other state library organizations.**
- **ALLA seeks excellence in Alabama libraries by delivering professional development tailored to diverse populations.**

## **ALLA advocates to ensure the welfare of Alabama libraries and to promote their funding and use.**

<b>Goal</b>	<b>Action Steps</b>	<b>Responsible Party</b>	<b>Timeline</b>	<b>Measures</b>
Empower AL legislators to confidently support libraries and library funding	Organize, promote, and record activities of ALLA Legislative Day for advocacy	Legislative Committee	2020-2023	# of recorded contacts
Empower AL librarians to advocate with local and state governments and officials	Provide at least one advocacy workshop in conjunction with AL library or educational organizations who partner with ALLA	Legislative Committee & Education Committee	2020-2023	# of workshops and attendance
	Communicate legislative issues bimonthly via the ALLA listserv	Legislative Committee	2020-2023	# of “mailings”
	Solicit local stories of interactions with legislators or other government officials for inclusion in monthly publications	Public Relations/Publications Committee	2020-2023	# of local stories published

<sup>1</sup> Ghikas, Mary. “At the core of our work: using the fundamentals of associations to reimagine our future.” *American Libraries*, June 2019, pp. 6.

<sup>2</sup> *ALLA: The Alabama Library Association*. <https://www.allanet.org/>

**ALLA engages its members by fostering communication, providing growth opportunities, and advancing connections.**

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Build partnerships with other library and educational organizations in the state.	Identify and invite leaders of state library and educational orgs. to be ex officio members of the ALLA executive board.	President	2019-2020	Growth in executive board membership
	Provide opportunities for inter-organizational training or educational sessions.	All division chairs	2020-2023	# of sessions presented by ALLA and partner orgs.
Resurrect <i>Alabama Librarian</i> publication	Gather editorial board and guiding documents	Public Relations/Publications Committee	2019-2021	Editorial board membership and published purpose.
	Revise author guidelines	Public Relations/Publications Committee	2020	Published author guidelines
Create paths to leadership within divisions and committees.	Create continuation document form for use by all division and committee officers to aid in leadership transition and growth.	Handbook Committee	2020	Form included in ALLA Handbook and publicized by chairs