

Alabama Library Association

Strategic Plan

2023-2027

“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”¹

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.”²

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.

Goal	Action Steps	Responsible Party	Timeline	Measures
1. Empower AL legislators to confidently support libraries and library funding	a. Send brief library-related news to state legislators (or their office staff) relating to libraries. b. Provide state legislators (or their office staff) with basic news/updates concerning DEI and libraries.	a. GODORT Moderator b. MCIRT Moderator	a. 4/2023-6/14/2023 b. 4/2023-6/14/2023	a. Record of messages sent and replies received b. Record of messages sent and replies received.
2. Empower AL librarians to advocate with local and state governments and officials	a. Send out via ALLA-L listserv and/or ALLA.COMmunicator contact information for all state legislators b. Provide DEI library-related news via AlaLA-L listserv and Southern Spectrum online newsletter.	a. GODORT Moderator b. Contributors to Southern Spectrum	a. 4/2023-6/14/2023 b. Through June 2023.	a. Messages via AlaLA-L listserv and appearance in ALLA.COMmunicator b. Messages via AlaLA-L listserv and appearance in Southern Spectrum newsletter.
3. Empower AL librarians to defend the freedom to read and condemn censorship.	a. Provide information concerning ALA Freedom to Read: https://www.ala.org/search-results?q=freedom%20to%20read via AlaLA-L listserv and, perhaps, ALLA.COMmunicator. b. Provide information concerning ALA Freedom to Read: https://www.ala.org/search-results?q=freedom%20to%20read via AlaLA-L Listserv and, perhaps,	a. GODORT Moderator b. Contributor of notice or short article to Editor of Southern Spectrum. c. CUS Executive Committee d. CUS Planning Committee, CUS Projects Committee, Intellectual Freedom Committee	a. 2023-2027 b. June 2023 c. 2023-2027 Quarterly d. 2022-2024	a. AlaLA- L messages and ALLA.COMmunicator documentation. b. Appearance in Southern Spectrum newsletter. Also, one or more general messages via AlaLA-L listserv. c. Membership numbers d. Survey response rate

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

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

	<p>Southern Spectrum online newsletter.</p> <p>c. Provide professional development/educational workshops on freedom to read, censorship, and related topics.</p> <p>d. Partner with Intellectual Freedom Committee to support the needs of all Alabama libraries</p>			
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ALLA engages its members by fostering communication, providing growth opportunities, and advancing connections.

Goal	Action Steps	Responsible Party	Timeline	Measures
4. Build partnerships with other library and educational organizations in the state.	<p>a. Identify and invite leaders of state library and educational orgs to attend ALLA EC meetings.</p> <p>b. Contact AACRL leadership equivalent/Legislative Liaison</p> <p>c. Contact leadership of AACRL to see if can identify common concerns relating to DEI.</p> <p>d. Create/strengthen relationship with the School of Library and Information Studies (SLIS) at the University of Alabama.</p> <p>e. Create mentorship program for SLIS students/new librarians to Alabama colleges, universities, and special libraries.</p>	<p>a. President/Past-President</p> <p>b. GODORT Moderator</p> <p>c. MCIRT Moderator</p> <p>d. CUS Chair and Vice Chair</p> <p>e. CUS Projects Committee</p>	<p>a. 2023-</p> <p>b. 2023-2027</p> <p>c. May 2023</p> <p>d. 2023-2027</p> <p>e. 2023-2027</p>	<p>a. Attendance at EC meetings, and increased cooperation in planning</p> <p>b. Email record</p> <p>c. Email record</p> <p>d. Meetings with SLIS administration and faculty, professional development programming and opportunities</p> <p>e. Mentorship program creation, active mentor/mentee participants</p>
5. Focus on recruitment and retention of members	<p>a. Draft a Welcome/Introduction to ALLA letter and send it to all Alabama libraries.</p> <p>b. Publicity via webinars, convention programs, and articles in ALLA.COMmunicator.</p> <p>c. Collect and update a master list of all public academic, school (homeschool), and special libraries in Alabama in assigned counties.</p> <p>d. Publicity via webinars, convention programs, and Southern Spectrum online newsletter.</p> <p>e. Targeted recruitment campaign for CUS division.</p> <p>f. CUS Membership Feedback Survey</p>	<p>a. Members-at-Large</p> <p>b. GODORT Moderator</p> <p>c. Members-At-Large</p> <p>d. Moderator and other contributors to newsletter and webinar or convention presenters.</p> <p>e. CUS Division</p> <p>f. Member-at-Large for Planning & CUS Chair</p>	<p>a. 2023-2027</p> <p>b. 2023-2027</p> <p>c. 2023-2024 with reviews/updates by August 15 annually</p> <p>d. 2023-2027</p> <p>e. 2023-2027 annually</p> <p>f. 2022-2024</p>	<p>Growth in a. membership from libraries contacted.</p> <p>b. Documentation of webinars, etc.</p> <p>c. Use available lists and resources to create (and update) all public, academic, school (+ homeschool), and special libraries in Alabama. Obtain the annual list of public libraries from APLS. Obtain an academic and college (community college) list of libraries from perhaps the State Department of Education. Obtain a list of all high school, middle school, elementary school, and homeschool media and library specialists perhaps from the State</p>

				Department of Education. Obtain (or create) a list of all special libraries - Air University Library, Redstone MWR Library, Sparks Medical Library, etc. d. Documentation of activity in quarterly MCIRT reports. e. Membership numbers f. Survey response rate
6. Create paths to leadership within divisions and committees.	a. Encourage active participation of round table members. NOTE: this round table is very small, so only limited effectiveness so far. b. Encourage active participation of MCIRT members.	a. GODORT Moderator b. MCIRT Moderator	a. 2023-2027 b. Ongoing	a. E-mail documentation and perhaps quarterly reports b. E-mail documentation and perhaps in quarterly reports.

ALLA seeks excellence in Alabama libraries by delivering professional development tailored to diverse populations.

Goal	Action Steps	Responsible Party	Timeline	Measures
7. Provide relevant professional development/continuing education opportunities	a. Review Convention Survey for patterns related to professional development. b. Webinars, convention programs, and ALLA.COMmunicator articles c. Webinars, Convention programs, and Southern Spectrum newsletter. d. Provide quarterly educational offerings for CUS membership. e. Provide programs at ALLA annual meeting.	a. Convention Review Committee b. GODORT Moderator and interested members. c. MCIRT Moderator d. CUS Planning Committee e. CUS Program Committee	a. 2023-2023 b. 2023-2027 c. Ongoing d. 2023-2027 e. 2023-2027	a. Set of convention recommendations to EC b. Documentation including e-mail and quarterly reports. c. Documentation including e-mail and quarterly MCIRT reports. d. Event attendance, exit survey. e. Event attendance.
8. Encourage engagement with current standards and emerging trends in librarianship	a. Evaluate PLD Standards b. Webinars, convention programs, and ALLA.COMmunicator. c. Webinars, Convention programs, and Southern Spectrum newsletter. Perhaps, also, forward relevant info. from ALA web site.	a. Public Library Division b. GODORT Moderator c. MCIRT Moderator	a. 2023-2027 b. 2023-2027 c. Ongoing	a. Updated PLD Standards publicized to the membership. b. Documentation including e-mail and quarterly reports and ALLA.COMmunicator articles. c. Documentation including e-mail and quarterly reports plus articles/notices in Southern Spectrum newsletter.