

ALA Strategic Plan

Mission: Empowering and advocating for libraries and library workers to ensure equitable access to information for all.

Vision: Libraries thrive so everyone can succeed.

Values: Access, Equity, Intellectual Freedom and Privacy, Public Good, Sustainability

Domain	A. Advocacy	B. Member Experience	C. Organizational Redesign	D. Financial Sustainability	E. Professional Development
Goal Statement	Champion libraries and empower advocates to support our core values	Deliver a personalized member experience that deepens engagement, strengthens retention, and reinforces ALA's value to the members at every stage of their careers.	Redesign and strengthen ALA's organizational structure to foster clarity, accountability, and collaborative leadership.	Optimize ALA's capacity for impact through disciplined financial stewardship, streamlined operations, and resource allocation into mission-aligned growth.	Offer educational and leadership opportunities that promote lifelong learning and career advancement.
	Strategic Objectives	Strategic Objectives	Strategic Objectives	Strategic Objectives	Strategic Objectives
Strategic Objectives	1. Develop a unified, proactive advocacy strategy centered on ALA's values of access, equity, and intellectual freedom.	1. Continue to enhance the membership model to improve flexibility and demonstrate value.	1. Optimize programs and align organizational functions in accordance with ALA Forward recommendations.	1. End operating deficit spending, adhere to clear/realistic/reality sized budgeting practices.	1. Expand meaningful opportunities for engagement by providing a breadth of educational and informational resources such as virtual learning, networking, leadership and career pathways, mentoring, and certifications.
	2. Expand partnerships with national and international aligned organizations to impact ALA's reach, credibility, public visibility, and policy influence	2. Improve all member-facing digital platforms.	2. Realign elements of the ALA governance structure to provide for more efficient decision-making.	2. Review programs/services to identify opportunities for consolidation, streamlining, or elimination.	2. Support library workers with a variety of skills and knowledge to support their learning and professional growth.
	3. Build an infrastructure to rapidly respond to opportunities and crises.	3. Reimagine the conference experience to engage more of the membership.	3. Advance the "Our ALA" model.	3. Centralize functions and operations to eliminate duplication and maximize efficiency.	3. Research and gather data to identify educational needs of library workers to develop opportunities in emerging and evolving trends.
	4. Empower advocates with toolkits, templates and legislative updates to amplify their voice at the local and state level.	4. Explore new ways of communicating and engaging with members.	4. Implement consistent onboarding, training and leadership development programs for Board members and staff in alignment with association and non profit management best practices.	4. Redesign or sunset low-performing, financially un-sustainable or outdated offerings.	4. Support and strengthen accreditation function of the association.
	5. Launch a national public awareness campaign highlighting intellectual freedom, access to information, and the societal value of libraries in democracy and education.			5. Create and invest operating surpluses to build a reserve fund to support the association's financial health.	