

**2014-2015 ALA CD#37_62815_FINAL
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To: "alacoun@lists.ala.org" <alacoun@lists.ala.org>
Subject: [alacoun] CD#37 Strategic Directions Document
Date: Tue, 23 Jun 2015 17:03:21 +0000**

Dear Councilors:

Attached for your consideration is the American Library Association Strategic Directions document.

This plan was approved by the ALA Executive Board and submitted to Council for your consideration and approval by ALA President Courtney Young on May 26th. At that time, it was also shared with the ALA membership. Both Council and the membership were invited to share any comments.

May 26, 2015

ALA actively works to increase public awareness of the crucial value of libraries and librarians, to promote state and national legislation beneficial to libraries and library users, and to supply the resources, training and support networks needed by local advocates seeking to increase support for libraries of all types.

Libraries play a crucial role in empowering diverse populations for full participation in a democratic society. In the library workforce, programs of recruitment, training, development, advancement and promotion are needed in order to increase and retain diverse library personnel who are reflective of the society we serve. Within the Association and in the services and operations of libraries, efforts to include diversity in programs, activities, services, professional literature, products and continuing education must be ongoing and encouraged.

ALA provides opportunities for the professional development and education of all library staff members and trustees; it promotes continuous, lifelong learning for all people through library and information services of every type.

ALA recognizes the critical need for access to library and information resources, services, and technologies by all people, especially those who may experience language or literacy-related barr

Across a diverse library community, there is a shared focus and common understanding of advocacy and a sustained commitment to work collaboratively to reach common advocacy goals.

Advocacy is integrated into the daily work of librarians and library staff.

Advocacy is part of educational preparation for librarians and library staff.

All libraries and all states have an advocacy plan.

ALA plays a key role in formulating legislation, policies, and standards that affect libraries and is recognized in the U.S. as the voice for libraries and librarianship.

ALA works with a wide range of partners and stakeholders to achieve library advocacy goals.

ALA equips the library community with resources and training, available in a wide variety of formats and venues.

1. Develop a sustained national advocacy campaign to increase public awareness of the value, impact and services provided by librarians and libraries of all types.
2. Provide coordinated resources and training to keep library advocates informed and engaged.
3. Recruit, mobilize and inspire a growing network of library advocates at the local, state, national and international levels.
4. Gather, develop, and disseminate research documenting the value, outcomes and impacts of libraries of all types.
5. Explore funding, organizational and governance structures and their impact on libraries of all types in order to ensure the sustainability and future of libraries.
6. Identify advocacy best practices, using research and evidence to increase support and funding for libraries of all types.
7. Identify and work with partners and stakeholders to achieve advocacy goals for all types of libraries.

ALA's information policy efforts empower people to use libraries and information-based resources to improve their lives and communities. Information policy comprises laws, regulations, court decisions, doctrines, and other decision-making and practices related to information creation, storage, access, preservation, communication, accessibility, and dissemination.

ALA advocates in diverse policy areas including intellectual freedom, privacy, civil liberties, telecommunications, funding for education and research programs, funding for libraries, copyright and licensing, open access, government information, and literacy. Progress in these policy areas enables libraries to advance important societal goals such as employment, education, entrepreneurship, equity, personal empowerment, community engagement, creation of new knowledge, literacy, and civic participation. A LA 's interests reside at the local, regional, state, national, and international levels. ALA serves as a knowledgeable resource and advocate on policy issues within these areas for ALA members, library professionals, decision makers and influencers, the media, and the public.

ALA is among the first tier of groups that governments and other organizations turn to and trust on information policy issues.

Treaties (and other international statements), legislation, regulation, court cases, corporate policies, and other important information policy outcomes incorporate ALA positions.

ALA policy positions are easily available, accessible and comprehensible to all audiences.

ALA leaders have sufficient understanding of information policy so that they may be effective policy advocates. Some of these leaders are cultivated as national policy champions. The ALA and library communities at large understand the basics of information policy and why it is important for libraries. The requisite structures (including social media and other technology) are in place for ALA to engage in effective advocacy on information policy in the long run.

1. Develop and revise positions and strategies for each information policy issue based on ALA values and priorities and substantive (facts and data) and analysis of threats and politics.
2. Develop and maintain information policy messaging and mechanisms to communicate with all relevant audiences.
3. Lead and participate in effective coalitions, with member participation, to take action in addressing information policy issues.
4. Initiate policy advocacy (including research) towards the attainment of ALA information policy goals.
5. Develop and maintain a process for coordinating information policy activities across policy topics and ALA units.

Peer-to-peer learning/interaction facilitated by ALA helps members reach their goals.

Librarianship and library leadership reflect the communities they serve as well as the world around them.

The outcome of learning is knowledge supporting positive individual and organizational change.

The MLIS curriculum addresses changing 21

