AMERICAN LIBRARY ASSOCIATION STRATEGIC

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pro mo tio n and im prov ement o f library and info rm ation se rvices and the profession o f librarianship in Ž ƌĚĞƌƚŽĞŶŚĂŶĐĞůĞĂƌŶŝŶŐĂŶĚĞ ŶƐƵƌĞ ĂĐĐĞƐƐƚŽŝŶĨŽ ƌŵ ĂƚŝŽŶĨŽƌĂůů͘͟ Core Orga nizatio nal Values

The Association is committed to: •Extending and expanding library services in America and around the world •All types of libraries - academic, public, school and special •All librarians, library staff, trustees and other individuals and groups working to improve library

services •Member service •An open, inclusive, and collaborative environment •Ethics, professionalism and integrity •Excellence and innovation •Intellectual (v)-4(ati)161a9T ET 1 48 W n BT /Fio339.17(rdl61612 792 re W n BT /F1 11.04 Tf 1 0 0 1 50.4 325.13 Tm 0 g 0 G (297TJ E

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libraries and librarians, enable the future of libraries and promote libraries as centers of community

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
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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.
Goals • 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.
Strategies
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

• Coordinate the multiple opportunities available throughout ALA to provide coherent and
accessible continuing education frameworks for all members; • Attach meaningful recognition to learning opportunities; • Increase diversity and inclusion within the field; • Provide clear pathways that help members set and meet professional and leadership
development goals; • Develop a pervasive culture that encourages continuous learning based on content and • forms of recognition provided by ALA; • Align leadership development and continuing education with the best thinking about the
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Goals • ALA is a premier provider of quality professional development, including continuing
education, for a global membership. • All library staff and trustees have the education and training they need to be successful in a
disruptive environment, with pathways and a suite of options that meet them where they
are. • There is a commitment to ongoing professional development and continuing education with
formal, meaningful recognition (e.g., certification, digital badging, micro-credentialing). • It is easy for members to get involved in ALA.
Association-wide mentoring engages emerging leaders and supports diversity. Paths to • leadership within the Association are clear, and people at all levels want and are helped to

4. Articulate the role of engagement within the Association in professional and leadership
development.
5. Facilitate and increase opportunities for informal, collaborative, and peer-to-peer, member-to
member learning/activity at face-to-face events and in online spaces.
6. Develop an association-wide mentoring/ peer-to-peer network, building on components
throughout the Association, its division and round tables, affiliates and chapters, to engage
emerging leaders and support diversity and inclusion.
7. Enhance recruitment/retention for diversity across the profession.
8. Focus on changing practice in a rapidly evolving environment; adjust competency statements,
standards, and content to the skills and knowledge needed in libraries as they continuously
evolve.
9. Work with graduate programs in LIS to rethink and reenergize LIS curricula and accreditation
and improve the connections with changing workforce skill requirements.

Equity, Diversity, and Inclusion
The American Library Association recognizes that equity, diversity, and inclusion (EDI) impacts all aspects
of work among members of the Association, within the field of librarianship, and within the
communities served by libraries. This work includes addressing, dismantling, and transforming policies,
structures and biases throughout the organization and the field of librarianship. ALA, through its actions
and those of its members, is instrumental in creating a more equitable, diverse, and inclusive society.

Goals
• Commit to ameliorating marginalization and underrepresentation within the Association and the
communities served by libraries through increased understanding of the effects of historical
exclusion.
• Expand the work of ALA and its allies in building a diverse and inclusive profession.

5. Review information policy positions and strategies and revise as needed to clearly
articulate the values
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