

**YALSA Board Meeting
2005 Annual Conference
Chicago, Illinois
June 23-29, 2005**

Topic: ALA: Ahead to 2010

Background: The draft strategic plan was sent to all members in the spring. Following a general presentation during the ALA Membership Meeting and numerous opportunities for discussion and comment by committees, Council will consider the plan at Council II.

Action Required: For Consent/Information Only

Draft Strategic Plan (April 15, 2005)

Founding Purpose:

The object of the American Library Association shall be to promote library services and librarianship. (ALA Constitution, Article II)

Mission:

To provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. (ALA Policy 1.2)

Vision:

ALA is the leading advocate for:

- *The value of libraries and librarians in connecting people to recorded knowledge in all forms.*
- *The public's right to a free and open information society.*

Key Action Areas:

- *Diversity*
- *Equity of Access*
- *Education and Continuous Learning*
- *Intellectual Freedom*
- *21st Century Literacy*

(Approved annually since 1997 by the ALA Council as the "programmatic priorities" of the Association.)

Goals and Objectives

The goals presented are intended to guide the Association for the next five years. The goal statements answer the question: "What would constitute success?" For each goal, draft strategic objectives are defined. These strategic objectives provide the bridge between the goals and specific strategies and action plans.

Goal Area I: Advocacy/Value of the Profession

Goal Statement: ALA and its members are the leading advocates for libraries and the library profession.

Strategic Objectives:

1. Increase support for research and evaluation to provide evidence regarding the value and impact of libraries.
2. Increase public awareness of the value and impact of libraries of all types.
3. Increase public awareness of the value and impact of librarians and library staff.
4. Mobilize, support and sustain grassroots advocacy for libraries and library funding at local, state, and federal levels.
5. Increase collaboration on securing legislation favorable to libraries.
6. Increase public awareness of the importance of intellectual freedom and privacy, and the role of libraries in a democracy.

Goal Area II: Education

Goal Statement: Through its leadership, ALA ensures the highest quality graduate and continuing education opportunities for librarians and library staff.

Strategic

Goal Area VI: Organizational Excellence

Goal Statement: ALA is an inclusive, effectively governed, well-managed, and financially strong organization.

Strategic