

# Arkansas Library Association

## 2018-2021 Strategic Plan

June 2018



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*The Purpose of the Arkansas Library Association is to promote library service and the profession of librarianship in the State of Arkansas.*

*The Mission of the Arkansas Library Association is to further the professional development of all library staff members; to foster communication and cooperation among librarians, trustees and friends of libraries; to increase the visibility of libraries among the general public and funding agencies; to serve as an advocate for librarians and libraries.*

### **Goal 1: Improve provision of and access to professional development.**

#### **Strategy 1.A. We will strengthen the Annual Conference.**

- 1.A.1 Broaden and restructure participation in the preparation for the conference.
- 1.A.2 Identify and invite library leaders for keynote talks as well as for breakout sessions.
- 1.A.3 Increase opportunities for networking.
- 1.A.4 Increase involvement from ArLA divisions in the Conference.

Responsible: Executive Committee & Conference Committee  
Date: 2019

#### **Strategy 1.B. We will consider other modes of professional development.**

- 1.B.1 Explore ways to encourage, strengthen, and benefit from participation with existing regional associations such as the Library Development Districts, Regional Library Systems, and other geographic associations or consortia.
- 1.B.2 Study the virtual delivery of workshops, conference sessions, or other ArLA activities as possible.

Responsible: Executive Committee  
Date: 2021

## **Goal 2: Increase ArLA membership numbers and encourage participation.**

### **Strategy 2.A. The Membership Committee will study and make recommendations on the following concerns:**

2.A.1. The current dues structure for membership in ArLA.

2.A.2 The fee structure for the Annual Conference, and the prospect of making membership dues part of the fee structure.

2.A.3 The annual renewal process, to better encourage committee membership and activity.

2.A.4 Institutional membership, especially how to make it more attractive.

2.A.5 We will develop a mentoring program for new members of ArLA.

Responsible: Membership Committee

Date: 2020

### **Strategy 2.B. We will strengthen our advocacy for librarians and libraries.**

2.B.1. Study the benefits of continuing 501(c)3 status, especially as it limits advocacy work on behalf of libraries.

Responsible: Legislative Committee

Date: 2019

### **Strategy 2.C. We will strengthen ArLA's collaboration with other organizations.**

2.C.1. Consider ways to strengthen our affiliation with other organizations, such as the Arkansas State Library, ARKLink, AAPL, and AIIM.

Responsible: Executive Committee

Date: 2021

### **Goal 3: Strengthen the organization of the Association.**

#### **Strategy 3.A. We will study and refine the structure of the Executive Board.**

3.A.1 Using the examples of comparable state associations, consider ways to increase the efficiency of the Executive Board.

3.A.2 Find ways to strengthen and improve communication from the Executive Board, including posting of minutes, announcements and agendas of meetings, and awareness of association activities.

3.A.3 Strengthen all aspects of ArLA public relations with a view to increasing participation and more effective dissemination of information.

Responsible: Executive Board & Public Relations Committee

Date: 2019

#### **Strategy 3.B. We will review and modify the structure of ArLA to meet the changing needs of the state and the profession.**

3.B.1. Form an Ad Hoc group to study the organization and recommend changes to division, roundtable, and committee structures.

[Potential recommendations include flattening the organization to include just one type of group (e.g., committee) and establishing regional cooperatives/consortia of multi-type libraries to replace divisions. Another potential recommendation would be to reassign subdivisions as “Divisions” or “Round Tables” according to the definitions in the Bylaws.]

3.B.2. Study reconfiguring ArLA Board Participation to include liaisons from groups such as ARKLink, AAPL, AAIM, as well as a representative from the State Library. Consider overall size and voting privileges of the Executive Board.

Responsible: Executive Board

Date: 2020

#### **Strategy 3.C. We will improve succession of officers at all levels and in all divisions of ArLA.**

3.C.1 Study the examples of other organizations and propose ways to formally strengthen officer transition/succession at all levels of ArLA.

3.C.2 Strengthen ArLA’s participation in and support of the Arkansas Leadership Institute (ALL-In) to encourage participation from all areas and at all levels.

Responsible: Executive Committee

Date: 2021