*This document was adopted as amended by the ALA Council
on Sunday, June 28, 2015*

June 22, 2015

American Library Association

Strategic Directions

Mission

Key Action Areas

Advocacy for Libraries and the Profession
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.

Diversity
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.

Education and Lifelong Learning
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.

Equitable Access to Information and Library Services
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 barriers; economic distress; cultural or social isolation; physical or attitudinal barriers; racism; discrimination on the basis of appearance, ethnicity, immigrant status, housing status, religious background, sexual orientation, gender identity, gender expression; or barriers to equal education, employment, and housing.

Intellectual Freedom
Intellectual freedom is a basic right in a democratic society and a core value of the library profession. ALA actively defends the privacy and right of library users to read, seek information, and speak freely as guaranteed by the First Amendment.

Literacy
ALA assists and promotes libraries in helping children and adults develop the skills they need, including the ability to read and use technology, understanding that the ability to seek and effectively utilize information resources is essential in a global information society.

Organizational Excellence
The association is inclusive, effective and responsive to the needs of ALA members.

Transforming Libraries
ALA provides leadership in the transformation of libraries and library services in a dynamic and increasingly global digital information environment. Every library is a

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

Professional and Leadership Development

Recognizing that the professional and leadership development of all who work in libraries is essential to high-quality professional practice and the future of libraries and information services, ALA will:

Librarianship and library leadership reflect the communities they serve <u>as well as the world around them.</u>

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

The MLIS curriculum addresses changing 21st-century library and information services and community needs.

Library administrators and trustees value and support all library staff having professional and leadership development opportunities.

Libraries are viewed as exciting places that offer various career paths for people who want to work in them.

Strategies

1. Develop the ALA professional development space as one centralized online space to search and discover all ALA learning options (all formats, all topic areas, all levels, all ALA sources) and related tools including self-assessment, recognition, and tracking. Integrate face-to-face, online and blended learning.

2. Develop pathways to support and guide networking, professional development, continuing education, and mentoring.
3. Develop clear education tracks and streams of content for continuing education, with formal, meaningful mechanisms to recognize achievement.
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.