

# Arkansas Library Association (ArLA)

## 2021-24 Strategic Plan

*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; and to serve as an advocate for librarians and libraries.*

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

#### **Strategy 1.A. We will continue to enhance offerings of professional development.**

1.A.1. We will study offering workshops in person and online, recording when possible, assuring wider access.

1.A.2. We will seek to schedule events at times that accommodate as many members as possible, including all types of libraries and all personnel.

1.A.3. We will seek to increase offerings of regional workshops.

Responsible: New Members Committee

Date: 2022 and ongoing

#### **Strategy 1.B. We will strengthen program offerings at the Conference.**

1.B.1 We will encourage all Communities of Interest to develop programs for the Annual Conference.

1.B.2. We will seek programs from and for all library types and roles within libraries.

1.B.3. We will consider other venues for conferences, such as public or academic facilities, in order to increase accessibility and affordability.

Responsible: Conference Committee

Date: 2022

### **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. We will find ways to better communicate to the Library community the value of membership and active participation in ArLA.

2.A.2. We will find ways to communicate to Trustees and Administrators the value of membership and participation in ArLA.

2.A.3. We will seek out and work with other library organizations, including ARKLink, AAAL, and AIIM, in order to encourage cooperation with and membership in ArLA as appropriate.

Responsible: New Members Committee

Date: 2024

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

2.B.1. We will work to increase participation in advocacy at all levels.

2.B.2. We will gather advice and ideas from other states to find ways to enhance our advocacy work.

Responsible: Library Advocacy Community of Interest

Date: 2023

**Strategy 2.C. We will strengthen networking opportunities.**

2.C.1. The Conference Committee will seek ways to build in more networking opportunities at the conference.

2.C.2. We will seek to offer regional in-person gatherings, especially as part of Annual Conference activities.

Responsible: Conference Committee

Date: 2023

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

**Strategy 3.A. We will study and refine ArLA’s structure.**

3.A.1 We will monitor the success of the Communities of Interest model, noting membership, activity, leadership transitions, and continuity, and will recommend changes as needed.

Responsible: New Members Committee

Date: 2024

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

3.B.1. We will study the dues structure, using input from all parts of ArLA, and make clear the dues structure.

3.B.2. We will seek ways to modify the structure, especially for new members or individuals who struggle with cost, avoiding stigma however possible.

Responsible: Ad Hoc Dues Task Force

Date: 2023

**Strategy 3.C. We will find ways to develop leaders and ensure ongoing leadership.**

3.C.1 We will offer our assistance and support to the State Library for the ALL-In program.

3.C.2. We will study leadership development models from other states and organizations.

Responsible: Emerging Leaders Committee

Date: 2024

**Approved:** ArLA Executive Board, August 13, 2021  
ArLA Membership, October 15, 2021