

# IOWA LIBRARY ASSOCIATION STRATEGIC PLAN

Mission: The Iowa Library Association advocates for quality library services for all Iowans and provides leadership, education and support for members.

1. Advocate for all Iowa libraries and those who staff, support and use them
  - a. Work with state and nationally elected representatives and library advocates to improve legislation affecting libraries
  - b. Strengthen public relations efforts, promoting the benefits of libraries.
  - c. Support core values of lifelong learning, literacy, equal access and intellectual freedom.
  - d. Encourage innovation and partnerships.
2. Build membership and strengthen the Association through recruitment, education and active participation.
  - a. Actively recruit new members to ensure all constituent groups and all areas of the state are well represented.
  - b. Provide quality professional and educational development
  - c. Create opportunities for participation by all members.
3. Ensure an effective, flexible and efficient organization.
  - a. Build a flexible, responsive organization by improving policies, structure, and processes.
  - b. Enhance communication among and between members, subdivisions, and the Association.
  - c. Use technology effectively to assist in achieving goals.
  - d. Provide service-oriented office management.

Adopted by the membership on October 12, 2006