

MISSOURI LIBRARY ASSOCIATION
2005 LONG RANGE PLAN
GOALS and OBJECTIVES

Approved by MLA Executive Board July 24, 2005

The Missouri Library Association is an advocate for all libraries in the state. Through effective leadership, MLA provides organizational support, professional development, and advocacy on behalf of libraries and their diverse users. The Association accomplishes these goals and objectives through the provision of longstanding continuing education opportunities, an active political presence, strategic partnering, public information and access and a strong commitment to its membership.

The following goals have been established as a framework for MLA. These goals and objectives were recommended to the Executive Board by the Long Range Committee chaired by Past President Victor D. Gragg.

GOAL 1: LEADERSHIP and PROFESSIONAL GROWTH

Objectives: Library and information staff shall find pertinent opportunities for leadership development and professional growth.

MLA will work to:

- Retain current members and increase the number of new members
- Increase attendance at current MLA programs and conferences
- Increase membership involvement
- Provide increased options for professional development

GOAL 2: LEGISLATION and FUNDING

Objectives: The people of Missouri shall adequately fund their libraries and will benefit from legislation passed strengthening library and information services.

MLA will work to:

- Increase MLA membership participation in the legislative process.
- Develop legislative alliances between MLA and partner organizations.
- Promote MLA's legislative agenda.
- Increase trustee and citizen participation in library advocacy.
- Increase members' skills by promoting professional development regarding funding of libraries.

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GOAL 3: COLLABORATION, PARTNERSHIPS and ALLIANCES:

Objectives: The Missouri Library Association is committed to seeking diversity of opinion. MLA and its members recognize that future success depends on forging partnerships and alliances with individuals and organizations such as library industry vendors, government agencies and departments, allied industries, state, regional, and national associations, and ALA-accredited library schools.

MLA will work to:

- Increase the visibility, prestige, and effectiveness of the organization.
- Become leaders in library cooperation
- Respect the diversity of the MLA membership.
- Strengthen grassroots participation in MLA
- Educate membership on the shared and separate concerns of different library types
- Represent the interests and activities of ALA as the Missouri State Chapter

GOAL 4: PUBLIC INFORMATION:

Objectives: Missouri residents acknowledge libraries as vital community and information resource centers that provide services relevant to their changing needs.

MLA will work to:

- Publicize libraries to Missouri residents
- Promote public recognition of the contributions of individuals and organizations providing exemplary library service.
- Train members to communicate information about their libraries through a variety of media methods

GOAL 5: QUALIFIED and DIVERSE LIBRARY STAFF

Objectives: The people of Missouri will be served by well-qualified library and information service staff from diverse backgrounds.

MLA will work to:

- Provide the opportunities for in-service education for its membership.
- Increase the diversity of the Missouri library workforce
- Increase knowledge of career opportunities in Missouri libraries.