



Strategic Long Range Plan

Texas Library Association Statement of Mission, Vision, Foundational Strategies,
and Specific Goals 2016-2019

(Strategic Plan 2016-2019; Adopted by TLA Council April 22, 2016)

Founding Purpose

The objective of this Association shall be to promote and improve library service in Texas (TLA Bylaws, Article II)

Mission

The mission of the Texas Library Association is to empower library personnel and supporters to develop library excellence for the people of Texas.

Core Organizational Values

- Continuous Improvement towards Excellence in Libraries and Librarianship
- Diversity and Inclusiveness
- Equity of Access to Information in a Changing Environment
- Ethical Responsibility and Integrity
- Intellectual Freedom
- Literacy and Lifelong Learning
- Social Responsibility and the Public Good

Envisioned Future

Each and every Texan recognizes the value that libraries bring to their lives

Vivid Description of Our Future

Any library, any person, any time! The Texas Library Association enables libraries in Texas to offer open access to information resources and services to all people. The people who work for and support Texas libraries add significant value to the lives of all Texans.

TLA is a positive role model and valued leader, partner, resource, and advocate for Texas libraries. TLA reaches Texas communities, expanding access both physically and virtually, to bring literacy and lifelong learning to the forefront. TLA seeks innovation and sustainability of resources to connect and inspire all Texans to grow, learn, and reach for excellence.

Foundational Strategies and Specific Goals

The Texas Library Association is a strategic organization which operates with great clarity around the organization's mission, vision, and values. The Strategic Planning Task Force used current methodologies to develop a plan that ensures the vitality and sustainability of TLA and excites members about the future of our organization and our profession. The Task Force sought to present strategic challenges that will stretch and grow the organization professionally and accomplish great things.

The Foundational Strategies and Specific Goals represent key areas of focus for the Association for the next three years. Accomplishing these initiatives will move the Association closer to its envisioned future. The goals are not listed in priority order and are deliberately broad to enable our association the flexibility to be nimble in response to rapid change and new opportunities that support the foundational strategies.

For more details on the specific methodologies used by the TLA Strategic Planning Task Force, see the articles "Planning for the Future," Texas Library Journal 91:3 (Fall 2015) and "Strategic Planning is HARD," Texas Library Journal 92:1 (Spring 2015).

Foundational Strategy: Demonstrating Value

TLA will continue to demonstrate the value of libraries and library personnel to stakeholders through advocacy and related actions at the local, state, and national level.

Specific Goals:

- Engage more TLA members, library personnel, and supporters to serve as advocates at the local, state, and national levels.
- Establish a sustained and meaningful discourse on the value of libraries and library personnel in partnership with other organizations & nonprofits.
- Empower members to assist elected officials at all levels to increase their knowledge of and support for library services through resources such as a shared vocabulary, relevant metrics, and established talking points.
- Strengthen and promote the public benefit of libraries and library personnel to the communities and constituencies they serve through public relations campaigns and other marketing initiatives.

Foundational Strategy: Professional Development

TLA will continue the strong commitment to professional development of library personnel through conferences, events, and continuing education opportunities.

Specific Goals:

- Identify, support, and develop the evolving skill sets needed to operate and lead dynamic, vibrant library services.

- Develop systematic, asynchronous, web accessible, modular learning opportunities that expand the expertise of library personnel and supporters to strategically address service needs and advocacy in Texas libraries.
- Develop a robust adult learning program for Annual Conference and other continuing education forums that increase the impact and accessibility for all learning styles.

Foundational Strategy: Engaging Communities

TLA will strive to elevate local, state, and national discussions relating to topics of interest to libraries and library personnel to inspire our profession and communities about the future of libraries.

Specific Goals:

- Establish core content for civic discussions that empower libraries and library personnel to impact education, privacy, civil rights, diversity, social responsibilities, democracy, and other national policies that affect libraries.
- Generate opportunities for libraries across Texas to serve as hubs for civic discussions through collaborative, high-level thinking and practices among the communities served.
- Cultivate beneficial partnerships with parties interested in educational, cultural, legal, and economic spheres to broaden the discourse and impact of library work.

Foundational Strategy: Fostering Excellence

TLA will foster a vibrant and diverse workforce for Texas libraries, working with institutions to recruit and retain dynamic individuals with the skill sets needed to provide excellent library services to the people of Texas.

Specific Goals:

- Diversify and expand TLA's training opportunities to further solidify TLA's role as the premier leadership channel for Texas librarians.
- Promote the Association's core values and programming to current and potential library personnel, supporters, employers, and governing authorities in order to recruit and retain engaged and informed people to the profession.
- Establish the next level of the diversity action plan to increase cultural competencies among TLA members.
- Partner with faculty at schools of library and information science to advance the profession.
- Seek additional opportunities to engage members through general consultancy, advocacy, training, and participation in TLA.

Strategic Planning Task Force

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