



**Dan Burgard, TLA President 2021 - 2022**



**Mary Woodard, TLA President-Elect**



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## MISSION

The Texas Library Association's mission is to unite and amplify voices of the library community through advocacy, education, and intentional equity, diversity, and inclusion.

## VISION

The Texas Library Association is an integral partner, innovative leader, and passionate advocate for Texas libraries and librarians.



## 2022 – 2025 Strategic Priorities

### Defining Value: Foster Intentional Equity, Diversity & Inclusion

- #1 – Communicate the Value of Libraries
- #2 – Lead a Learning Culture
- #3 – Cultivate a Thriving Organization



## 2022 – 2025 Strategic Priorities

### Defining Value: Foster Intentional Equity, Diversity & Inclusion

TLA becomes more diverse and inclusive through **equity-minded policies, practices, and programs** that treat all with dignity and respect. Equity, diversity, and inclusion are **fundamental** to every organizational strategic priority, goal, and key indicator of success.



# 2022 – 2025 Strategic Priorities

## #1 – Communicate the Value of Libraries

**Goal:** Demonstrate that libraries cultivate an informed and connected citizenry. Promote, and defend access to diverse and trustworthy resources, and support workforce development and lifelong learning.

### Indicators of Success

- TLA members engage in greater outreach and relationship building with key stakeholders.
- Members receive increased support related to intellectual freedom challenges.
- Stakeholders seek TLA's expertise regarding issues impacting libraries.
- State policy leaders have a stronger awareness of the need for government funding support for libraries at all levels.

### 2022 – 2025 Strategies

- Collect and share members' stories with stakeholders to demonstrate the value of libraries.
- Continue to advocate for the right to read, and support members as calls for censorship increase.
- Evaluate the need for Texas library specific research that could result in white papers to raise the awareness of and support for libraries.
- Communicate policy and regulatory outcomes impacting libraries.



## 2022 – 2025 Strategic Priorities

### #2 – Lead a Learning Culture

**Goal:** Provide innovative, relevant, and effective education for librarians and library workers, and foster sharing of best practices and information solutions for the profession.

#### Indicators of Success

- Incorporate the perspectives and voices of under-represented and marginalized individuals; design the curriculum through the lens of accessibility, equity, diversity, and inclusion for all education offerings.
- Increase relevant and quality educational offerings beyond the Annual Conference, TALL Texans, and Launch to reach diverse library types and professional experiences.
- Expand opportunities for members across all library types and professional levels to present research and solutions.
- Increase TLA member participation in professional development opportunities.

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## 2022 – 2025 Strategic Priorities

### #2 – Lead a Learning Culture continued...

#### 2022 – 2025 Strategies

- Create new offerings that address technical and/or professional needs of diverse library types and levels of experience.
- Increase the online and face to face learning environments to increase accessibility of TLA professional development.
- Create enhanced partnerships with library schools to align programming and student engagement.
- Establish opportunities for idea incubation that result in new products, programs, and services to advance member proficiency.
- Streamline the program development processes to improve speed to market, quality, and value for members.
- Expand programming opportunities for academic and special librarians in TLA professional development.
- Develop issue-oriented learning forums that cut across library types.
- Demonstrate the impact of TLA professional development on member learning, advancement, and growth in the library profession through annually measured outcomes.



## 2022 – 2025 Strategic Priorities

### #3 – Cultivate a Thriving Organization

**Goal:** Ensure organizational growth through intentional governance and sustainable, diversified funding sources. Serve as a model for equity, diversity, and inclusion for libraries in Texas.

#### Indicators of Success

- TLA's governance model will reflect the changing needs of the organization and align with association industry best practices.
- TLA's operational structure is right-sized to the association's evolving portfolio of products, programs, and services.
- TLA's membership model is reimagined for growth and inclusivity.
- TLA offers diversified opportunities for vendors to engage with members and customers.
- TLA collaborates with stakeholders and related organizations who support libraries.
- TLA's services become more accessible, diverse, and inclusive through equity-minded policies, practices, and programs that treat all with dignity and respect.

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## 2022 – 2025 Strategic Priorities

### #3 – Cultivate a Thriving Organization continued...

#### 2022 – 2025 Strategies

- Implement a continuous review model of association governance structures to align with industry best practices.
- Review association bylaws and standing rules to streamline operations and functionality.
- Review TLA's policies, practices, and programs with an EDI lens to identify where barriers exist through regular environmental scanning.
- Include governance, leadership and EDI training in executive board and officer onboarding annually.
- Diversify TLA leadership through expanded opportunities and streamlined and simplified paths.
- Evaluate and reimagine TLA's membership dues model for association growth.
- Offer expanded sales opportunities for vendors.
- Improve the retention rate of vendors supporting the annual conference.