



2022 - 2025 STRATEGIC PLAN

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.

DEFINING VALUE

Fostering Intentional Equity, Diversity & Inclusion

The Texas Library Association 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.

STRATEGIC PRIORITIES

Strategic Priority #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.

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- 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.

Strategic Priority #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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- 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.

Strategic Priority #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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- 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.

Approved by TLA Council April 28, 2022