Members First
Core Strategic Action Plan, 2021-2022

Introduction

Core: Leadership, Infrastructure, Futures' Leadership Team and Board of Directors are pleased to present an action plan that will carry Core through June 2022. The plan provides a framework for concentrating specific efforts that will advance the mission of the division and meet the needs of our members. The plan is decidedly *not* a long-term strategic plan, nor does it communicate all of the activities of the division that will remain important to members and that we will also continue to support. Rather, the plan communicates a focused, agile, and action-oriented agenda for the division as it heads into its first full year as a new organization.

The plan is primarily informed and influenced by conversations we have had through town halls and e-Forum discussions held in 2020, and breakout sessions of the Leadership Team and the Board of Directors in January 2021, which surfaced a common central theme of **Members First**. In February 2021, the Leadership Team engaged Rachel Vacek, former LITA President, to facilitate development of the strategic action plan.

As we build the new division, we are also building a new identity. Acknowledging that our members will continue to try to find new places to be heard and to contribute in the new Core division, we have developed three Areas of Focus for the strategic action plan intended to kickstart the division's connection to its members: Membership and Engagement; Member-Initiated Programming; Advocacy Coordination. Each of these three Areas of Focus have been guided by and explicitly mapped to Core's expressed values. The goals and actions in each of the Areas below are intended to communicate specific and measurable activities that will help achieve the goals, but in ways that are flexible rather than prescriptive**.** The Areas of Focus, goals, and action items below are also closely aligned with the ALA 5-Year Pivot Strategy, in particular the Membership and Continuing Education impact streams of the pivot plan. Together, the ALA Pivot Strategy and the Core Action Plan will guide the work of our staff over the next 15 months.

Areas of Focus

1. Membership and Engagement

Goal: Core will provide a clear articulation of the value and benefits of membership, programs, and services, and will make participation in the division accessible to the widest possible array of library workers.

Core Values: Transparency; Sustainability; Inclusion

Actions:

1. Refine the statement of Core's value and benefits to members to make these clear and visible to members. (*Board of Directors; Communications Coordination Committee*)
2. Develop a comprehensive mentoring program focused on supporting early career members that will serve as a model for establishing and implementing additional mentoring programs (e.g., new managers). (*Leadership Development and Mentoring Committee*)
3. Ensure that Core has an awards structure that celebrates excellence in iterative and ongoing work by individuals and teams. (*Awards & Scholarships Coordination Committee; Fundraising & Scholarships Committee*)
4. Develop a process and structure for issuing a quarterly report to members. (*Board of Directors; ALA Staff*)

2. Member-Initiated Programming

Goal: As a complement to formalized content managed through the Core Continuing Education Committee and by ALA Staff, Core will investigate and implement low-barrier means for members to propose and deliver programming.

Core Values: Knowledge Sharing; Innovation; Collaboration

Actions:

1. Explore emerging trends and training needs in areas of interest throughout the division. (*Section Leaders*)
2. Provide regular sessions on "How To" propose and execute programming to better encourage proposals from members. (*Content Coordination Committee*)

3. Advocacy Coordination

Goal: Core will have a clear advocacy agenda and communications strategy that reflects Core values, supports its members, and is responsive to current issues in the profession. To

this end, Core will develop a charge and scope of responsibility for the new Advocacy Coordination Committee that will focus attention on areas of greatest importance to the Division and will establish Core as an advocacy leader within ALA.

Core Values: Diversity; Inclusion; Collaboration

Actions:

1. Refine the charge for a new Advocacy Coordination Committee that clearly defines the scope of what advocacy means within Core (e.g., legislative advocacy; social justice; the rights and well being of library workers). (*Board of Directors; Advocacy Coordination Committee*)
2. Build an advocacy strategy against which proposals, initiatives, requests for advocacy action, and our investments are evaluated, resources are allocated, and partnerships and relationships are developed across other divisions and groups within ALA that are also engaged in advocacy work (e.g., ALA Washington Office; ALA Allied Professional Association). (*Advocacy Coordination Committee*)

Accountability & Assessment

Each action item listed above has been assigned to specific groups or committees, which will be asked to build mechanisms for addressing and enabling progress on the action item through June 2022. The Leadership Team and the Board of Directors will develop regular communication channels to ensure groups and committees are supported in their efforts and can track their progress effectively. The Board of Directors and the ALA Staff will work together to issue quarterly updates to members.

Timeline for Outreach and Input

- **March-April 2021:** Leadership Team will work with ALA Staff and the Board of Directors to finalize the action plan.
- **April-May 2021:** Leadership Team and ALA Staff will engage with Section leaders to elicit feedback, refine assignments, and establish priorities and timelines for addressing action items.
- **April-May 2021:** Leadership Team and Section leaders will engage with Committee Chairs and Interest Group Chairs, especially those assigned specific action items.
- **June 2021:** Presentation of final plan at ALA Annual Conference.