



2022 2026

Public Library Association

Strategic Plan

Approved by the Public Library Association
(PLA) Board of Directors June 2022

Our Vision

A dynamic public library is the heart of every community.

Library
Card
Services



Our Purpose

PLA strives to make our vision a reality by strengthening public libraries and their contribution to communities.

Our Goals





Equity, Diversity, Inclusion & Social Justice

PLA centers equity, diversity, inclusion and social justice (EDISJ) in working with and for libraries as places of equitable opportunity.

- Create systems that center EDISJ as we strive to become a more open, inclusive and accessible organization.
- Provide the tools, trainings and communications libraries need to most actively contribute to advancing EDISJ principles in their libraries and communities.
- Actively participate and lead within ALA and with partners to move the field towards structural level changes that create more inclusive and welcoming library spaces, services, practices and staffing models.

Transformation

PLA works with and for public libraries as they evolve to become more responsive to and reflective of ever-changing community needs.

- Provide training, networking and resources that build equitable workplaces.
- Provide platforms for libraries to share and test emerging best practices that lead to active inclusion, welcoming and belonging.
- Support libraries in advancing all literacies and expanding meaningful and relevant access that results in community wellbeing.



Professional Growth

PLA offers inclusive pipelines and pathways for the professional growth of all library workers.

- Create more opportunities within PLA to support a growing cohort of library leaders with diverse experiences and backgrounds over the course of their careers.
- Grow the knowledge, skills and confidence of workers at all levels within local public libraries.
- Support library workers and advocates in leading from the values of the library field.



Advocacy & Awareness

PLA is the national voice for championing public libraries as a public good.

- Support public libraries' efforts to communicate alignment of strategic priorities and core values in meeting community needs.
- Build library staff capacity to collect and share impacts with local, regional and state stakeholders and initiatives.
- Amplify the broad national impact of public libraries by aggregating and sharing data and stories.
- Collaborate with national-level partners to support legislative efforts that advance library interests.

Organizational Excellence

PLA is the most trusted and innovative public library membership organization.

- Apply principles of EDISJ and use an equity impact analysis in decision making.
- Prioritize and align resources to increase membership and revenue.
- Measure impact on the library field in order adapt to new trends and models in association organization and membership.
- Seek and maintain a range of partnerships and funders to introduce and increase opportunities into the field.



Contact Us

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