The Path to Transformation

ALA American Library Association

Pivot Strategy 2021 – 2025
Key Pivot Points:

• Increased Alignment

• Increased Membership

• Increased Revenue

= Stronger Association

= Stronger Libraries
Facing Change at Every Level

- **Forward Together** *(Association Governance)*
- **Operating Agreement** *(Functional Governance)*
- **Pivot Strategy** *(Performance Governance)*
A Cyclical Relationship

Mission

Increased Membership and Revenue

Pivot Strategy

Core Values

Library and Community Impact
Turning Mission into Impact

I. ALA Mission
II. ALA Core Values (Emphasizing Diversity and Inclusion)
III. Library and Community Change: Reach, Mobility, Resilience, and Social Justice:
   • Information and Digital Access (including Universal Broadband);
   • Equity, Diversity, and Inclusion in Libraries and the LIS Workforce; and
   • Preservation of Library Services (across library types and services)
IV. *ALA Pivot Strategy: The Pathway to Transformation*
   Overarching Goals:
   • Increase Alignment Across Six Impact Streams by 2025: Conference and Events;
     Continuing Education; Contributed Revenue; Data and Research; Membership; and
     Publishing
     ➢ General tactical Goals; Cross Functional Goals; Unit Goals
   • Increase Membership by 5% by 2025
   • Increase Revenue annually by 10% over expenses by 2025
V. Tangible Impact
The mission of the American Library Association is to provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all.

Core Values

- Access
- Confidentiality/Privacy
- Democracy
- Diversity
- Education/Lifelong Learning
- Intellectual Freedom

- The Public Good
- Preservation
- Professionalism
- Service
- Social Responsibility
- Sustainability
Creating Library and Community Change

Expanding Reach, Mobility, Resilience, and Social Justice through:

• Information and Digital Access (including Universal Broadband);
• Equity, Diversity, and Inclusion in Libraries and the LIS Workforce;
• And Preservation of Library Services (across library types, settings, and services)
ALA Pivot Strategy: The Pathway to Transformation

Overarching Goals:

• Increase Alignment Across Six Impact Streams by 2025: Conference and Events; Continuing Education; Contributed Revenue; Data and Research; Membership; and Publishing
  ➢ General Tactical Goals
  ➢ Cross Functional Goals
  ➢ Unit Goals
Two Major Association-wide Goals:
1. Increase Revenue by 10% over expenses; 2. Increase Membership by 5%

- **Membership**: 20% potential marketshare, 75% in one or more divisions
- **Conference Services**: Lib Learn X Early Career + Specialized, Annual Conference Curated Public Expansion
- **Publishing**: Build Public Markets, Foster Non US Markets
- **Continuing Education**: Centralized CE, Driver of Membership & Engagement
- **Contributed Revenue**: 18% of Revenue, Increased Corporate and Individual Donor Giving
- **Data, Research & Design**: Doubling ALA’s impact Streams and Shifting from Implied to Supplied Value

**Additional Notes**:
- Increased Corporate and Individual Donor Giving
- Research Leader and Convener
- Audience/Revenue Expansion
- Doubling ALA’s impact Streams and Shifting from Implied to Supplied Value
### Increase Alignment Across Six Impact Streams by 2025

#### Tactical Goals

<table>
<thead>
<tr>
<th>FY 21</th>
<th>FY 22</th>
<th>FY 23</th>
<th>FY 24</th>
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<tr>
<td>• CR$: 6% ($2M) from Dev</td>
<td>• CR$: 10% (focus ind giv + fdn)</td>
<td>• CR$: 12% (focus ind giv + fdn)</td>
<td>• CR$: 15% (add corp)</td>
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<td>• Mem: 15% Marketshare</td>
<td>• Mem: 15% Marketshare</td>
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<td>• Div: 8 with 65% of Mem</td>
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<td>• Culture: &quot;Big&quot; ALA + Div</td>
<td>• LibLearnX Event</td>
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<td>• Decentralized CE, COMMS, Dev, Purchasing</td>
<td>• Culture: One ALA</td>
<td>• Centralized CE, COMMS, Dev, Purchasing</td>
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<td>• Mitigate IT as a cost center</td>
<td>• IT realigned and driver of revenue</td>
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<tr>
<td>• Move to centralized teams for greater staff productivity and coordination</td>
<td>• ALA aligned to ASAE/Assn industry standards</td>
<td>• Testing public markets for internal products (printing, Booklist, etc.)</td>
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<td>• ASAE/Association Forum benchmarking exercise</td>
<td>• Testing public markets for internal products</td>
<td>• Testing Public facing Annual Conference</td>
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<td>• Aligning for impact/elimination of redundancy</td>
<td>• Testing Public facing Annual Conference</td>
<td>• Overall Non-US Market Expansion for products and services</td>
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<td>• Testing 7th Revenue Stream</td>
</tr>
</tbody>
</table>

**Key:** $ = Budget; CR$ = Contributed Revenue; Mem = Membership; Rev Strms: Revenue Streams; GE = General Fund;
Financial Alignment

In the Pivot Strategy Approach to Alignment all Units track to Membership and Revenue Generation

FY22 Budget Objectives

- Align expenditures with revenues
- Increase revenue sources
- Develop budget surplus
- Focus on financial stability
- Develop new budget metrics

Facilitating Changes: Move from “Expense-based” to “Revenue-based” budget; Planning against three (high, mid, low) budget scenarios; Recalibration of fixed expenses to revenue model rather than “planned loss”.
Examples of Cross Functional Teams

1. Awards
2. Communications
3. Conference Services
4. Continuing Education
5. Data, Design, and Research
6. External Relationship Management
7. Governance
8. Grants and Sponsorship
9. IT
10. Membership
11. Program Assessment
12. Professional Development
13. Publishing
14. Staffing Synergies and Productivity
15. Strategy and Performance Management
Data, Research, and Design (Unit and Team)

- Establish ALA as a trusted source for current statistics, metrics, research, and trends by creating a research office with staff expertise in data management, research methodologies, and analysis.

- Position ALA as the leader in developing a national research agenda for the profession, as a respected convener of productive dialogue around critical or issues and establish a presence in federal and international library data and research initiatives.

- Invest in a robust database platform to manage member, donor, and customer relationships through systematic and ongoing internal research.
Two Driving and Connected Goals

• Increase Membership by 5% by 2025

• Increase Revenue annually by 10% over expenses by 2025
Tangible Impact

Our Impact Must Flow from Our Mission and Drive it

Mission → Impact → Mission
Questions ?