Core Strategic Plan 2022-2025

Draft: December 19, 2022

The Core Strategic Plan is a continuation of the work outlined in the first Strategic Action Plan, which was in effect from 2021-2022. The process of creating the current plan began in June 2022 at the Core Board meeting at the ALA Conference in Washington, DC. At this meeting the board worked with members at the meeting on a design thinking exercise that culminated in the Value Proposition (see below). The board then held a retreat in August 2022 to do more visioning exercises to discern important strategic areas for the division. The board had another discussion of a more specific draft at the September meeting, and then open meetings with section leaders in November 2022 to finalize the text. A small group of the board and section leadership made additional edits in December.

Each strategic area below includes several larger goals with activities identified that will help achieve that goal. This document is not comprehensive for all activities that Core members will undertake, but is designed to help guide and shape activities to focus on the highest impact actions to meet strategic goals. This is a living document. The board will determine an appropriate structure for reviewing and revising the content annually and will charge a group to write a new strategic plan at the end of this cycle in 2025.

Core's Value Proposition for Members

At some phases of your career, you will need Core. At other phases, Core will need you.

For and by members, Core delivers mentoring, learning, networking, and leadership opportunities across library types and experience levels. We support each other through collective challenges by building and sustaining a more equitable and accessible future, one Core member at a time.

Strategic Area 1: Membership and Value to Members

Make Core a premier choice for the library community, and build strong professional networks by attracting and retaining members.

Goals:

1. Develop overall member engagement and public relations campaign
    1.1. Create a cohesive marketing plan that communicates that Core is at the center of library activities, and highlights the commonalities between members who work in different types of libraries and functional areas
    1.2. Develop member engagement campaign
    1.3. Develop a social media strategy, potentially embracing a decentralized platform

2. Attract and retain members based on a target goal that takes declining ALA membership into account) and explore new models for institutional membership
    2.1. Develop member engagement survey
    2.2. Prioritize recruitment Activities (e.g, recruitment fairs, recruitment at Interest Group Week, partnerships with LIS Programs, outreach to international members, vendor and publisher members)

3. Influence the profession and provide positive member experiences
    3.1. Attract library influencers as members/content creators
    3.2. Track member engagement

Strategic Area 2: Career Building and Recognition

Help members develop skills throughout the course of their careers, and recognize and support professionals at all stages.

Goals:

1. Develop a coherent, branded, recognized professional growth program by structuring existing programs (e.g mentoring, Emerging Leaders, awards) to complement and fuel each other.
    1.1. Fundraising Committee secures funding for awards
    1.2. Develop and assess mentoring program
    1.3. Create a project for an Emerging Leaders team to define career pathways in the Core subject areas

2. Offer continuing education programs that enable graduating library school students, career professionals, and aspiring library staff to be more competitive in the job market or for promotion and to meet the needs of hiring managers

2.1. Identify the gaps between current educational opportunities in the field and needs of hiring managers

2.2. Build courses that simultaneously meet library staff development needs and provide credits in the ALA-APA Library Support Staff Certification Program

2.3. Create a branded "stay up to date" CE series on hot topics and emerging trends

2.4. Investigate funding sources or fundraising opportunities to provide leadership opportunities to members or collaborators without institutional funding

3. Define a cycle for in person and virtual professional development balancing topic depth, schedule, and member connections

3.1. Determine balance between Core Forum and Core Exchange; other ALA events

Strategic Area 3: Evaluate and Adjust Core's Structure

Core's structure, including sections, committees, and projects will be evaluated and adjusted based on the needs of members and communities.

Goals:

1. Ensure that groups at all levels of Core are functioning efficiently regarding size, membership, areas of focus, and projects.

1.1. Evaluate Division-level committees and other groups for their charges and capacity. Make recommendations to the Board regarding adding, changing, or sunsetting division-level committees

1.2. Create sections that reflect the needs of Core members and the capacity of the professional communities they represent. Evaluate sections for member engagement, leadership team capacity, and subject areas to align or adjust sections where needed. Evaluate section-level committees and other groups (such as Interest Groups) for their charges and capacity. Make recommendations to the Board regarding adding, changing, or sunsetting section-level committees/Interest Groups/etc.

1.3. Create effective and comprehensive committee and leadership liaison structure

2. Align organizational infrastructure and practices to create efficiencies and standardized expectations.

2.1. Create staffing plan for current and future hiring, and recruit members to assist staff with strategically important tasks

2.2. Align journals on single platform and general practices

2.3. Develop Core handbook for leadership expectations, policies, and procedures