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Strategic Plan EDISJ Refresh

PLA Board Meeting
June 25, 2022

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Today's Goal

1. Review and approve Strategic Plan Refresh through 2026
   a. Next revision would begin 2025

2. Understand direction and next steps

3. Clarify work currently underway

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Notes on the Process

- Reviewed 2020-2021 outputs and recommendations

- November 2021 staff retreat: EDISJ Focus

- Applied EDISJ "lens" to each goal

- Revised and refreshed language and approach
  - Fewer, less project specific objectives
  - Consistent framework across goals
  - More deliberate connections between goals
  - Removed measurement language (i.e. increase, improve) from goal statements. Will show up in activities instead

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Priority Decision Points

- Embed EDISJ
- Focus on all library workers as a path to grow membership
- Expand partnership potential

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Reading the Goals Slides

This is the updated GOAL language for the five goals in the strategic plan as edited and agreed to by PLA executive staff and board members over the course of the refresh process.

1. These are the OBJECTIVES that describe the goals using the general framework of: understanding needs, incubating ideas, and producing tools.
2. OBJECTIVE
3. OBJECTIVE

- TACTICS are not included in the strategic plan refresh deck but will be considered and built through later interactions with staff, board members, and other PLA stakeholders.

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PLA Strategic Plan: 2018-2022

Transformation   Leadership   Advocacy   EDISJ   Organizational Excellence

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Refresh Goal: EDISJ

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

1. Create systems that center EDISJ as we strive to become a more open, inclusive, and accessible organization.
2. Provide the tools, trainings, and communications libraries need to most actively contribute to advancing EDISJ principles in their libraries and communities.
3. 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.

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PLA/ALA Activities: EDISJ

- PLA EDISJ Committee
- Small/Rural Board Seat
- Justice at Work online training
- Trauma-Informed Framework publication
- Building Cultural Proficiencies for Racial Equity framework
- ALA Racial Equity Scorecard

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Refresh Goal: Transformation

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

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

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PLA Activities: Transformation

- Public Libraries Magazine
- PLOnline
- Digital literacy work
- Family Engagement Work
- Data and research

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Refresh Goal: Organizational Excellence

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

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

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PLA Activities: Organizational Excellence

- Restaffing: Onboarded 5 new colleagues by June 2022
- Maintaining rigorous budgeting and monitoring
- Contributing to ALA Pivot Plan with emphasis on growing membership (2% growth goal) and contributed revenue (also 2%)
- Ongoing assessment of activities

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Refresh Goal: Professional Growth

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

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

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PLA Activities: Leadership/Professional Growth

- Leadership Committee
- Annual Conference Programs
- Webinars
- Budgeted to relaunch Leadership Academy in 2023

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Refresh Goal: Advocacy & Awareness

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

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

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PLA/ALA Activities: Advocacy & Awareness

- Advocacy and Strategic Partnerships Committee
- Data projects and programs
- Coordination with PPA and OIF to address/respond to challenges
- Support for PLA member leaders as spokespeople

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PLA Strategic Plan: 2022-2026

Transformation

Organizational Excellence

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

Professional Growth

TRANSFORMATION · ORGANZATIONAL EXCELLENCE · ADVOCACY & AWARENESS · LEADERSHIP

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

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Next Steps

Important roles for Board and Staff

- Board
  - Approve!
  - Monitor progress

- Staff
  - Develop workplans and metrics in support of each goal and objective
  - Report on progress
  - Communicate to members and other stakeholders

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