



CLA Strategic Priorities 2013 – 2014

Amended June 3, 2015

(Originally approved December 2013 then amended and approved May 2014. Further amended and approved September 29, 2014)

Mission:

CLA is the national voice for Canada's library communities. As members, we:

- champion library values and the value of libraries
- influence public policy impacting libraries
- inspire and support member learning
- collaborate to strengthen the library community

Values:

- intellectual freedom
- diversity
- transparency and open communication
- accountability
- universal access to library service
- member voices and contributions
- collaboration

Operating Principles:

- An active and engaged membership is crucial to our success.
- CLA will have a governance structure that meets member needs.
- CLA will be efficiently run, fiscally responsible and financially stable.
- CLA facilitates the many diverse opinions and ideas about libraries and library issues.
- CLA will work closely with networks and other library associations to promote libraries, learning and advocacy opportunities.

The 2013 – 2014 Strategic Priorities support CLA's mission, values and operating principles as approved February 4, 2013. The five key goals are strategic areas of focus until the end of 2014. The accompanying CLA Strategic Action Plan identifies how CLA will accomplish its articulated strategic priorities and goals in 2014.

Goal Area 1: Champion Library Values and the Values of Libraries

CLA strives to champion library values and the value of libraries with the public, elected and appointed officials, and the library and information communities.

- Increase the public awareness of the value and impact of all types of libraries and the important role of librarians and other staff
- Increase the research and evaluation documenting the value and impact of all types of libraries
- Lead the development of library-related initiatives to celebrate Canada's sesquicentennial in 2017

Goal Area 2: Advocacy - Influence Public Policy Impacting Libraries

CLA equips and leads advocates for library issues and the library profession.

- Increase CLA's role in the development of library-related federal legislation, policy and standards
- Support and enable the development of library-related local and provincial legislation, policy and standards
- Lead the advocacy of important library and information issues as appropriate and as needed such as literacy, open access, intellectual freedom, privacy, copyright, library materials rate, federal government libraries, equity of access and services for the print disabled
- Strengthen collaboration and alliances with organizations at the national level on issues affecting libraries and information services
- Increase resources and training for advocates and library institutions seeking to secure increased support and funding for all libraries
- Implement the Canadian E-Book policy and strategy in collaboration with library sector partners

Goal Area 3: Member Engagement and Excellence – Inspire and Support Member Learning

CLA provides an environment in which all members regardless of location or position, or individual or organizational member, have opportunities to participate in, contribute to and benefit from engagement in their association.

- Increase opportunities for member innovation and experimentation by creating tools and test beds in both the physical and virtual realm for members
- Strengthen relationship with and promote *The Partnership* continuing education offerings to CLA members

- Strengthen support for and collaboration with CLA's member committees, networks, task forces, juries, special teams, student chapters and retired members
- Review the future viability of CLA's publications program
- Strengthen CLA's value proposition framework and member promotional and engagement strategy

Goal Area 4: Collaborate to Strengthen the Library Community

CLA develops and fosters relationships with stakeholders to work toward strengthening the viability of the library community.

- Increase collaboration and alliances with organizations and institutions to advance legislation, public policy, programs and funding that support libraries and information services

Goal Area 5: Organizational Excellence

CLA operates effectively, efficiently and creatively to serve its members.

Governance

- Develop and implement an organizational structure, both council and staff to meet the changing needs of members, libraries and the users they serve
- Strengthen CLA's governance and management processes
- Complete bylaws review as required by new Canada Not-For-Profit Corporations Act
- Assess and continually improve products and services to better serve members and attract new members
- Complete hiring and orientation of Executive Director

Finance and Operations

- Develop and maintain resources necessary to ensure the vitality and growth of the organization's programs and services
- Develop and implement a balanced budget strategy
- Strengthen CLA's staff and organizational capacity
- Relocate CLA headquarter operations

Technology

- Complete the CLA Information Technology transformation
- Employ new technology to strengthen communication with members and the public