

MLA Vision, Mission, and Strategic Directions

Vision

Minnesota Library Association ensures a future with libraries.

Mission

The Minnesota Library Association is an association of library supporters, representing all types of libraries by helping them accomplish together what none can do alone. MLA serves the interests of its members by facilitating educational opportunities, supporting strong ethical standards, providing legislative assistance, and fostering connections between the library community and various constituencies.

Engaging Our Members

What does this mean:

- Support professional development
- Align subunits with member interests
- Connect our membership
- Engage, harvest energy of volunteers

How has MLA done this in the past 3 years?

- Annual Conference (with some online archiving), establishing Continuing Education Committee, sponsoring ALA Emerging Leader, promote opportunities outside MLA (Lake Superior Symposium, ALA opportunities)
- PLD and ARLD Days each year
- Informal events – meet ups, happy hours, library tours, Tomes on Tap
- At the Annual Conference, committees, task forces

Educating & Activating a Library Support Network

What does this mean:

- Actively advocate

How has MLA done this in the past 3 years?

- Creation of Legislative Platform with members from MLA and associated organizations
 - Legislative Day at the state capitol
 - Advocacy videos, trainings, and newsletters
 - Virtual Library Legislative Day
 - Annual conference session on advocac
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- Activation email alerts
 - Coordinate Federal efforts

Developing and Equipping our Leaders

What does this mean:

- Effectively equip our leaders
- capture and document wisdom

How has MLA done this in the past 3 years?

- MILE
- Opportunities to take on leadership roles in the organization
- Digital Preservation Task Force
- Archiving conference keynotes

Strengthening our Organization

What does this mean:

- Explain what we do
- Grow membership
- Diversify funding

How has MLA done this in the past 3 years?

- Roundup Newsletter
 - Social media presence
 - Work with St Kate's to offer membership to all MLS students
 - Exploring, and enacting a few, new sponsorships for events like PLD Day
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