



MINNESOTA LIBRARY
ASSOCIATION

Strategic Plan

2019-2021

VISION

MLA ensures a future where
libraries thrive.

MISSION

MLA brings together staff and supporters
from libraries of all types by helping them
accomplish together what none
can do alone.

Engage and Educate Members

- Our members create connections to MLA and each other.
- Our training events increase knowledge and skills of participants.
- Our membership is strong, committed, and diverse.



Activate Library Advocacy

- Members are united behind the advocacy platform.
- Members are equipped to effectively advocate for libraries.



Develop Leaders

- We offer valuable, rewarding leadership opportunities.
- We intentionally advance leaders from around the state.



Strengthen our Organization

- Our governance structure is clear and functional.
- Our funding is diversified and supports our goals.
- Our messaging is consistent and appealing.

