

OLA's Strategic Plan 2013 - 2020

Mission: The purpose of the Oklahoma Library Association is to strengthen the quality of libraries and librarians in the state of Oklahoma and to promote and support library services and librarianship in Oklahoma.

Vision: The Oklahoma Library Association is an inclusive, innovative, and thriving organization that enriches the lives of all Oklahomans through proactive support of libraries and librarians and enduring commitment to shared professional values.

Core Organizational Values:

- **Advocacy:** OLA members have a shared vision to promote, support and advocate for Oklahoma libraries which are an essential public good and are fundamental institutions in democratic societies.
- **Collaboration:** OLA works to develop partnerships with groups and organizations that share common values and goals.
- **Inclusiveness:** OLA is inclusive and welcoming of all people and supports equality. All types of libraries, all levels of staff, Trustees, Friends, and other groups and individuals working to improve library services are encouraged to participate. Communication among membership must be transparent and inclusive.
- **Innovation:** OLA is continuously monitoring the changing landscapes in which libraries operate to proactively prepare to meet these challenges.
- **Integrity:** OLA strives to be accountable to the highest standards of professional ethics. The organization fosters an environment where members treat each other collegially and with respect.
- **Intellectual Freedom:** OLA supports the role libraries and librarians play in providing equal access to information, as well as the principle of free, open and unrestricted access to information and ideas. OLA recognizes privacy and confidentiality as essential components of intellectual freedom.
- **Professional Development:** OLA provides both excellent and timely professional growth and continual educational opportunities, while fostering the development of leadership skills in a safe, creative, and positive environment.
- **Relationships:** OLA provides opportunities to network and develop friendships both professionally and socially.

Goals:

- **Inclusiveness**

External:

Collaboration: To develop partnerships with groups and organizations that share common values and goals

Access: To advocate for equitable access to information and library services and to promote intellectual freedom and literacy

Internal:

Relationships: To increase opportunities to network both professionally and socially
Diversity: To encourage participation of all types of libraries, all levels of staff, Trustees, Friends and others working to improve library services

- **Innovation**

Advocacy: To proactively share the value of libraries in Oklahoma

Visibility: To market and communicate the importance of the Association to libraries in Oklahoma and develop tools to better facilitate communication to meet the changing needs of our stakeholders

Financial Stability: To explore alternate revenue sources

Professional Development: To provide professional growth, leadership, and continuing education opportunities

- **Thriving Organization**

Membership: To communicate the benefits of membership to attract and retain members

Communication: To be transparent and inclusive among members

Integrity: To hold ourselves accountable to the highest professional standards

Administration: To maintain a staff structure and facility to enhance the work of the association

Affiliations: To cultivate participation in state, regional and national library organizations

Approved by OLA Executive Board 2/15/13

2013-2014 Presidential Initiatives:

1. Implement “One Book, One Association” to encourage members to read and discuss one book that will foster a sense of inclusiveness and develop partnerships with groups and organizations that share common values. (Targeted goals: Relationships; Collaboration)
2. Improve communication among members, staff and Executive Board (Targeted goals: Administration, Communication)
3. Increase Association visibility and membership (Targeted goals: Visibility, Membership, Diversity)

Approved by OLA Executive Board 5/17/13

2014-2015 Presidential Initiatives:

1. Develop a continuity of operations plan for OLA to enhance efficiency and transparency within the organization. (Targeted goals: Administration; Communication)
2. Create a prioritized list of recommendations and facilitate a phased implementation of continuity of operations practices for OLA. (Targeted goals: Administration; Integrity)
3. Preserve and document the history of OLA, libraries, and library staff by exploring the potential for an OLA digital archive to support and complement the organization’s existing print archive. (Targeted goals: Advocacy; Visibility)

Approved by OLA Executive Board 7/10/14