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 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.
- **Sustainability**: OLA strives to meet the needs of the present organization while ensuring that future generations will also be able to meet the needs of the organization.
AREA OF FOCUS 1:

Sustainability

Goals
- Increase the organization’s diversity
- Increase leadership development of members
- Increase membership numbers
- Increase organization income
- Increase access to and retention of organization records

How will we get there?
- Collect demographic data from membership.
- Institute leadership series of webinars. Those who participate will be considered for leadership positions within the organization.
- Evaluate board structure through the establishment of a task force.
- Evaluate membership pricing structure.
- Evaluate membership platform and responsive design website options.
- Offer more virtual opportunities for engagement in the organization, including an increase in offerings of online professional development modules and videos for members.
- Institute an annual membership drive and create a new membership toolkit (digital and printable) to promote OLA.
- Work with Endowment Committee to endow a diversity scholarship for library school students.
- Provide structure for affinity groups to become part of the organization.
- Formalize processes for retaining and accessing organization records

AREAS OF FOCUS 2:

Inclusiveness and Relationships

Goals
- Increase communication between executive board and members
- Increase communication between DRoCs
- Increase communication between organization and nonmembers

How will we get there?
- OLA leadership will ensure that either themselves or a DRoC will provide a monthly update video for the website.
- The executive board members will host a meeting with DRoC chairs and chairs-elect each quarter.
- Explore a variety of communication avenues with the marketing/communications and member engagement committees to increase communication with members and non-members (i.e. member-only Facebook groups, a Twitter account for OLA president, and podcasts.)
- Proactively cultivate relationships with organizations with shared values (i.e. Oklahoma Municipal League Conference).
AREA OF FOCUS 3:  
Advocacy

Goals

● Increase members’ awareness of relevant state and federal legislation concerning libraries.
● Increase members’ comfort and/or skill level in advocating for libraries and in building relationships with stakeholders.

How will we get there?

● Include Advocacy committee reports in OLA newsletters.
● Work with Advocacy committee to proactively monitor legislation related to intellectual freedom and inclusivity and to raise awareness of EDII issues that affect the foundation of libraries.
● Work with Advocacy committee to host a brief open forum during advocacy meetings to share legislation that affects individual libraries/librarians.
● Host an annual Advocacy Town Hall or informational video on the OLA website.
● Offer professional development opportunities for members in advocacy (i.e. workshops, pre-conferences, book studies, etc.)
● Encourage members to build relationships with their local stakeholders.