



ILA Strategic Plan

ILA Mission Statement: The Iowa Library Association is the forum in which Iowa's library community is strengthened through advocacy, collaboration, education, and innovation.

ILA Vision Statement: Engaging Iowans and building community through Iowa libraries.

1. The ILA will advocate for Iowa's libraries and members on a year-round basis.
 - a. ILA will provide stronger training to help members become self-sustaining advocates for library budgets, issues, and initiatives.
 - b. ILA will focus advocacy towards the public and not just its members to build a larger base of support.
 - c. ILA will work more closely on advocacy work with the State Library of Iowa and the Governor's Commission on Libraries as well as aligning certain goals, initiatives, projects, and calendars.
2. The ILA will produce and support forward-thinking concepts and initiatives to be on the leading edge of associations nationwide.
 - a. ILA will provide members with opportunities to serve on an assessment/ideas committee or task force to judge our progress and where we should move in the next one, five, and ten years.
 - b. ILA will provide members with opportunities to participate in new projects and events that will keep collaboration and growth moving forward.
 - c. ILA will provide members with information about new technology use, library best practices, and valuable resources & services through regional and online training sessions.
3. The ILA will create and promote professional opportunities for its members to grow in their workplaces.
 - a. ILA will provide members with skill-based certification opportunities
 - b. ILA will provide an annual Library Ambassador Program for library workers, Library Board Trustees, and regional/municipal legislative members to promote and improve services throughout the state
4. The ILA will develop its marketing strategies to increase membership and communicate the value of the Association.
 - a. ILA will develop sponsorship and marketing strategies to increase vendor and exhibitor opportunities at Conference and ILA events
 - b. ILA will work to develop relationships with individuals and organizations that can help the association increase membership