

## 2023 Designated Agenda

- I. VLA will manage its finances prudently and maintain a fiscally strong and responsible organization
  - a. Closely monitor and evaluate Association finances to assure adherence to VLA policy and fiscal responsibility
  - b. Continue to secure funds for legislative liaison contract hours by promoting Virginia Public Library institutional memberships
- II. VLA will implement a strategy to maximize efficacy and cost effectiveness of Association communications and publications
  - a. Work with the Website Content Committee to review the Association's website and with the Executive Director to develop policies and procedures for maintenance of the website, including creation of new content
  - b. Continue to publish *Virginia Libraries* annually as a peer-reviewed journal with a diverse Editorial Board
  - c. Expand the use and evaluate the effectiveness of MemberClicks
- III. VLA will continue to structure the Association's conferences to promote professional growth
  - a. Assess the cost, budget, and viability of the Professional Associates Conference, the Annual Conference, and the Virginia Library Leadership Academy
  - b. Explore and develop options to expand participation in conference planning and presentations
  - c. Actively pursue programs that serve the broad spectrum of VLA's membership
  - d. Promote conference attendance as professional development, career development, networking, and personal fulfillment opportunities
- IV. VLA will maintain its support of members who are seeking continuing education, professional development, or degree programs in library science
  - a. Support the Association's scholarships through fundraising and promotion
  - b. Create and maintain relationships with graduate programs in library science serving the Commonwealth
  - c. Promote the ALA/VLA joint student membership program
  - d. Encourage diversity within our profession by developing relevant programs with VLA committees and forums
- V. VLA will plan for succession within the Association
  - a. Encourage new and current members to become more active within the Association
  - b. Encourage the continued involvement of, and contributions, from graduates of the Leadership Academy
  - c. Recruit and retain committee and forum leaders through open and regular communication and mentorship
- VI. VLA will increase its membership and broaden its service to all types of libraries in the Commonwealth

- a. Promote VLA membership at library meetings throughout the Commonwealth
  - b. Actively engage with membership throughout the year by promoting regional meetings, webinars, and MemberClicks listservs
  - c. Use social media platforms to connect with members
  - d. Directly engage membership through regular messages from the President
  - e. Evaluate names and selection procedures for awards and other named programming.
- VII. VLA will provide leadership for legislative and advocacy activities that support libraries and library staff in the Commonwealth
- a. Support the work of the Legislative Committee and the 2023 Legislative Agenda
  - b. Assess the work of the Ad hoc Advocacy Assessment Committee with the aim of determining next iteration of the committee and its work
  - c. Support the legislative efforts of the American Library Association (ALA), including National Library Legislative Day
  - d. Continue cooperation with the Library of Virginia (LVA) and the Virginia Association of School Librarians (VAASL).
- VIII. VLA will develop a strategy to advocate for intellectual freedom within the Commonwealth of Virginia and beyond
- a. Build partnerships with the Virginia Education Association (VEA), Virginia Association of School Librarians (VAASL), Virginia Association of Teachers of English (VATE), and other stakeholders, including partners outside the education and library professions
  - b. Maintain open channels of communication with ALA's Offices for Public Policy and Advocacy and for Intellectual Freedom, and other relevant stakeholders
  - c. Implement a communication strategy for responding quickly and effectively to intellectual freedom challenges, with appropriate stakeholders and partners
  - d. Work with internal and external experts, stakeholders, and partners to develop proactive communications about intellectual freedom challenges
- IX. *VLA will pursue grassroots efforts to bring new and diverse individuals into the library profession as both professionals, paraprofessionals, and eventual VLA members.*
- a. *Create recruitment tools for members to advocate for libraries as a viable career to middle, high school, and college students with special emphasis on increasing diversity in the field.*
  - b. *Develop recruitment teams to lead efforts locally, regionally, and statewide.*
  - c. *Maintain partnerships with school counselors, local and state employment agencies to distribute library careers literature in multiple languages to jobseekers.*
  - d. *Develop retention tools including support and mentoring opportunities.*
- X. VLA will review status of the Designated Agenda and identify initiatives, tasks, and projects to continue or abandon, and identify and publicize accomplishments and achievements