



2017 Designated Agenda

- I. VLA will manage its finances prudently and maintain a fiscally strong and responsible organization
 - a. Continue to secure funds for legislative liaison contract hours by promoting Virginia Public Library institutional memberships
 - b. Closely monitor and evaluate Association finances to assure adherence to VLA policy and fiscal responsibility
- II. VLA will develop 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 the creation of new content
 - b. Continue to publish *Virginia Libraries* annually as a peer-reviewed journal with an Editorial Board
 - c. Expand the use, and evaluate the effectiveness, of Member Clicks
- III. VLA will continue to structure the Association's conferences to promote professional growth
 - a. Assess cost and budget of the Professional Associates and Annual conferences and the Virginia Library Leadership Academy
 - b. Assess viability of annual conferences
 - c. Actively pursue programs to meet the needs of the broad spectrum of VLA's membership
 - d. Promote conference attendance as professional development, career development, networking, and personal fulfillment opportunities
 - e. Reach out to neighboring state library associations to promote conferences
- IV. 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 2017 Legislative Agenda
 - b. Support the legislative efforts of the American Library Association, to include NLLD
 - c. Continue cooperation with the Library of Virginia (LVA) and the Virginia Association of School Librarians (VAASL) to secure stable funding for Find It Virginia
- V. 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
 - b. Create and maintain relationships with graduate programs in library science serving the Commonwealth
 - c. Develop webinars on professional topics of interest to the membership, in cooperation with the Library of Virginia, libraries, and VLA committees and forums
 - d. Continue to work with the VLA Fundraising/Development Committee.
 - e. Encourage diversity within our profession, by working with graduate programs in librarianship and other educators, and by developing relevant educational programs.
- VI. VLA will plan for succession within the Association
 - a. Create and maintain current information about the Association and its activities and accomplishments on the website
 - b. Encourage the continued involvement of, and contributions from, graduates of the Leadership Academy
 - c. Encourage new members to become active within the Association
- VII. VLA will increase its membership and broaden its service to all types of libraries in the Commonwealth
 - a. Assess membership dues and membership benefits
 - b. Support and encourage the work of the Membership Committee in reaching out to new members and retaining existing ones
 - c. Promote VLA membership at library meetings throughout the Commonwealth
 - d. Explore VLA presence at academic, special, school library, and technology conferences to encourage broader and more diverse VLA membership, strengthening both the Association and the library community in the Commonwealth



- VIII. VLA will develop a strategy to advocate for intellectual freedom within the Commonwealth of Virginia
 - a. Support the efforts of the VLA Intellectual Freedom Committee and cooperate with the American Library Association (ALA) Office of Intellectual Freedom
 - b. Identify partners in the Virginia Education Association (VEA), Virginia Association of School Librarians (VAASL), and other stakeholders—including partners outside the education and library professions such as community groups, and legislators
 - c. Maintain open channels of communication with ALA's Office of Intellectual Freedom and Office for Library Advocacy, and national library advocacy organizations such as Every Library
 - d. Develop a communication strategy for responding quickly and effectively to intellectual freedom challenges, with appropriate stakeholders and partners clearly identified and roles clearly delineated
- IX. VLA will revise its strategic plan.
- X. VLA will review status of the 2017 designated agenda and identify initiatives, tasks, and projects to continue or abandon, and identify and publicize accomplishments and achievements