



Virginia Library Association Strategic Plan 2012 - 2015

The Virginia Library Association members include libraries, library staff, trustees, friends of libraries and others interested in the provision of quality library service throughout the Commonwealth of Virginia. Because of our diverse membership the Virginia Library Association will focus our efforts on:

Providing excellent membership service:

The Virginia Library Association (VLA) office will respond promptly to information requests and member enquiries. Association officers and members of VLA Council will assist in communicating with members and addressing membership concerns. Innovative technology will be employed to enhance online access to information and enable efficiencies in information collection and dissemination.

Providing excellent advocacy efforts:

The VLA Legislative Committee will coordinate the Association's advocacy efforts in communicating critical library issues to our elected representatives, on a state and federal level. VLA will continue to support, through public library institutional dues, the position of VLA legislative liaison. An annual Legislative Agenda emphasizing library priorities will be adopted by Council at its June meeting.

Providing excellent conferences:

VLA will provide coordination and support to both the Annual Conference and the Paraprofessional Conference. Conference programs and services will be evaluated on an annual basis to ensure that conferences meet the needs of membership and are a fiscally sound investment of Association funds. VLA will reach out to neighboring state associations to promote conference programs.

Providing excellent continuing education opportunities:

VLA will support continuing education opportunities for all members. VLA will work through the Continuing Education Committee to increase educational opportunities, will collaborate with the Professional Development Endowment Committee to ensure continued financial support for education and training, and will support the Leadership Development Forum in the biennial Leadership

Academy. VLA will work with the Library of Virginia, member libraries and other partners to expand continuing education opportunities.

Providing excellence in communications:

The VLA website will continue to be a major focus for Association wide communication. Units within VLA will be encouraged to place information on the website. Formats of VLA publications will be regularly examined to ensure their financial viability and the widest availability to membership. The value and effectiveness of all communication modes will be evaluated on an on-going basis.

Providing excellence in organizational structure:

VLA will evaluate and assess its own organizational structure to ensure that Association units and committees serve and reflect the needs of the membership. Support will be given to units and committees within VLA to enhance their services and programs. New Association members will be encouraged to become active within VLA. VLA will work to strengthen state wide knowledge of the value of the Association to increase its membership, assuring the continued financial viability of the Association.