

# ALIA's Strategic plan

## Priorities for the future

by Bev Kirby, ALIA President

**A**T ITS NOVEMBER 1991 meeting General Council established a working party to coordinate the development of ALIA's Strategic Plan by the Association as a whole. The consultative process began in 1990 and at the end of 1991 an ACT Branch Working Party formulated the draft strategic plan which follows.

General Council decided that the ACT draft should be the basis of Working Party Consultation with members, divisions, branches, boards and committees. It is envisaged that the strategic plan will include a mission, goals, objectives and strategies. The goals are to be considered as being established in Article 3 of the Supplemental Royal Charter in the form of its objects. The objects of the Association are:

- (a) to promote and improve the services of libraries and other information agencies;
- (b) to improve the standard of library and information personnel and foster their professional interests and aspirations;
- (c) to represent the interests of members

to governments, other organisations and the community;

(d) to encourage people to contribute to the improvement of library and information services by supporting the Association.

Our objective is to have the first draft of an Association Strategic Plan ready for the June 1992 General Council meeting and to make the plan available for discussion in an open forum at the Albury-Wodonga Biennial Conference at the Association's Annual General Meeting on 30 September. General Council intends that the Strategic Plan should be ready for endorsement at its November 1992 meeting and that it should be available as a basis for the 1993 budget.

The Strategic Plan Working Party includes the President, Bev Kirby; NSW General Councillor, Julie Young; two members of the ACT Branch, Executive Director, Sue Kosse and ALIA Membership Services Manager, Jennefer Nicholson.

Your comments will be appreciated and should reach the Executive Director by 24 April 1992. □

## A starting point

### Mission

To achieve excellence in providing leadership, guidance and support to the membership in developing, promoting and improving library and information services.

### Goal

1. To promote and improve the services of libraries and other information agencies;
2. To improve the standard of library and information personnel and to foster their professional interests and aspirations;
3. To represent the interests of members to governments, other organisations and the community;
4. To encourage people to contribute to the improvement of library and information services by supporting the Association; and
5. To provide support to the membership in their professional activities.

### Key area 1: Promotion and improvement of library services

#### Goal

To promote and improve the services of libraries and other information agencies.

#### Objectives

1. To coordinate the development and publication of standards to facilitate effective library and information services;
2. To monitor trends likely to impact on the services of libraries and other information agencies;
3. To cooperate with national and international bodies

to develop bibliographical and other information standards;

4. To encourage inter-library cooperative services;
5. To strengthen the profile of library and information services;
6. To coordinate a public relations program for library and information services and to develop promotional materials;
7. To assist the library and information community in seeking adequate financial support from both government and private sectors;
8. To promote freedom of and equity of access to information (including government information);
9. To support intellectual freedom and oppose censorship whether by individuals or by organised groups; and
10. To cooperate with other organisations in promoting literacy among all Australians.

### Key area 2: Personnel resources

#### Goal

To improve the standard of library and information personnel and to foster their professional interests and aspirations.

#### Objectives

1. To coordinate the education and training of library and information service workers to ensure that the quality of personnel is improved through stringent qualifications and effective accreditation;
2. To foster the continuing professional development of members through timely and relevant programs available in a variety of formats;

- ▶ 3. To develop and foster appropriate mentoring schemes;
- 4. To promote a positive professional self-image for members so that their status is enhanced in their community, and the public image of the profession is promoted within the wider community;
- 5. To develop a code of professional ethics to assist members to maintain a high standard of professional conduct;
- 6. To facilitate those conferences, activities and publications that contribute to the growth and development of individual members and the profession as a whole; and
- 7. To facilitate employment exchanges of librarians and information workers for professional development.

### Key area 3: Lobbying

#### Goal

To represent the interests of members to governments, other organisations and the community.

#### Objectives

1. To strengthen the research and analysis capability of the Association in order to identify issues that may require lobbying;
2. To create a strong internal network to support lobbying efforts and to provide adequate staff and financial resources to support lobbying;
3. To work in cooperation with other organisations to raise the awareness of issues which require lobbying;
4. To initiate and maintain contact with politicians, government advisers and senior public servants on relevant issues;
5. To increase contact with other national, professional and community organisations;
6. To promote and safeguard the status of librarianship in the industrial relations arena; and
7. To develop and maintain a resource register of members who will be available to provide expert input to issues facing the Association on an 'irregular and 'needs' basis.

### Key area 4: A strong Association

#### Goal

To encourage people to contribute to the improvement of library and information services by supporting the Association.

#### Objectives

1. To increase the level of support received from other related organisations and individuals in the information services sector of the information industry;
2. To develop a membership structure which will meet the needs of both individual and institutional members;
3. To increase the membership base of the Association by active marketing and recruiting;
4. To encourage an increase in the number and quality of members who actively participate in the leadership of the Association;
5. To support and assist office-bearers of the Association so that they can provide effective leadership;
6. To encourage the retention of individual members by providing incentives that make it increasingly attractive to retain membership; and
7. To clarify the level of service available to non-members; and to balance the need to encourage

membership against the need to be accountable to members.

### Key area 5: Membership services

#### Goal

To provide support to the membership in their professional activities.

#### Objectives

1. To determine the changing perceptions and attitudes of members and non-members to the Association, particularly in relation to the current services provided to members, and their perceived membership needs;
2. To maintain communication by the regular publication of *inCite* and other newsletters, and to monitor market acceptance;
3. To provide timely advice to members on a broad range of professional, career and industrial matters;
4. To foster inter-Association liaison and cooperation in order to provide joint services to isolated and disadvantaged members;
5. To ensure that the Divisions of the Association provide support to their members in an efficient and effective manner;
6. To improve services to isolated members;
7. To maintain a system of awards that has integrity and perceived value among the library and information community;
8. To pursue a sense of professional cohesion, team spirit, cooperation and trust within the Association;
9. To provide support in adversity to members of the Association; and
10. To encourage professional networking.

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