

Oregon Library Association: Strategic Direction 2020-2023

CLARITY

Vision:
A strong Oregon library network empowered locally and engaged nationally.

Mission:
OLA provides advocacy, education, leadership and collaboration to continually strengthen Oregon's libraries and the communities we serve.

Reputation:
Welcoming • Adaptive • Respected • Energizing • Effective

Unique Role:
Supporting and Advocating for Oregon libraries and the dedicated teams that staff them, OLA creates the space for:

- Equal access to a wide-range of professional development, education, and collaborative opportunities.
- A diverse mix of library professionals to work, learn, develop, and thrive together.
- A library voice at the political, educational, and community levels.

FOCUS	FOCUS AREAS	<p>1. Actively commit to being an equitable, diverse, inclusive, and anti-racist organization</p> <ul style="list-style-type: none"> • EDI Committee is established and meets regularly as advisors to OLA, and strives to maintain representation from a variety of OLA divisions and units, including the Communications Committee (Target: FY 2021) • The OLA Board reviews and evaluates progress and implementation of the EDI Task Force Recommendations as a standing agenda item during OLA Board meetings (ongoing) • The OLA Board will review and approve an anti-racist statement or policy that applies to all OLA activities (Target: 2/21) • The OLA Awards Committee will establish an award for individuals or libraries who have demonstrated success in building environments and/or programs that foster diversity and inclusiveness (Target: 4/21) 	<p>2. Strengthen OLA's leadership and advocacy role across the state</p> <ul style="list-style-type: none"> • Increase participation in OLA/OASL Legislative Day by 10% annually • Continue to offer Leadership Institute of OLA (LIOLA) on a recurring basis • Develop and implement virtual advocacy training in all regional areas of Oregon 	<p>3. Increase engagement in OLA and enrich the membership experience</p> <ul style="list-style-type: none"> • Establish baseline membership engagement and participation for all OLA activities • Continue to promote scholarship opportunities and increase the number of recipients • Conduct annual membership survey to measure membership satisfaction • Build OLA community through online discussion forums (anti-racist book clubs, etc.) (Target: initiate 9/20)
	OBJECTIVES	<ul style="list-style-type: none"> • Affirm OLA's commitment to EDI and anti-racism • Improve the diversity within OLA with recruitment, retention, and support • Support anti-racist libraries and library workers with educational resources 	<ul style="list-style-type: none"> • Provide ongoing advocacy training for the local, state, and national level • Continue to advocate for all Oregon libraries • Build and improve inter-regional networks to support and develop emerging leaders 	<ul style="list-style-type: none"> • Build broader OLA access opportunities for all library workers • Restructure communications committee to increase volunteer engagement • Continue to provide professional development opportunities during the age of COVID
ACTION	INITIATIVES			