



VISION 2020

Final copy – Approved by the OLA Executive Board

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PREFACE

In the Summer of 2008, OLA President Mary Ginanne convened a special task force charged with crafting OLA's Vision 2020 statement. This small group represented libraries and librarians from around the state of Oregon. Its members came from school, special, public and academic libraries – from Oregon's western, eastern, central and southern regions. There are people who have been in the library profession for decades, and those who are just starting their careers.

To create this vision, we gathered ideas, concerns and aspirations from library staff and supporters throughout Oregon. In 2008-2009, we conducted a Delphi study to support this project. Seventy-six librarians were identified by their peers as people whose voices should be a part of our conversations. These seventy-six people participated in three rounds of surveys and discussion about the future of Oregon libraries. The themes that emerged from this process were instrumental in shaping this statement.

The committee took these contributions, scanned the environment and the literature, and drafted the initial version of this statement in a two-day retreat in the summer of 2009. Each section of the draft statement was then shared across the state; we received dozens of comments were about each section of the draft statement.

The statement that follows is infinitely richer as a result of this process. The Vision 2020 statement is intended to paint a picture of the challenges and opportunities Oregon's libraries will face in the next decade. These are not strategic goals; this is not a strategic plan. The Executive Board of the Oregon Library Association will pick up this vision from here, and OLA's divisions, committees and task forces will take on the concrete work of making it happen.

The Vision 2020 Task Force would like to thank everyone who participated in this process. It has truly brought together hundreds of voices, ideas and opinions. We would also like to thank the OLA Executive Board for its support, and the Oregon State Library Board of Trustees, for funding the Delphi project. We could have not completed this task without the support and leadership provided by Mary Ginnane, who got this project started and who has kept it moving forward at every phase.

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ASSUMPTIONS

This vision is shaped and informed by a set of assumptions we share. These apply to, and inform, every part of the vision that follows:

- There will be funding challenges in Oregon.
- Oregon libraries will maintain a sense of service, and a commitment to provide many services to many people in many ways.
- The next decade will bring many changes; some will be difficult and possibly alarming, some invigorating.
- When Oregon library staff collaborate, we are stronger and more efficient.
- Every library and every library worker has something to contribute to our collective strength and growth.

VISION

Collaboration

In 2020, Oregon librarians will rely on dynamic professional networks – local, statewide and beyond – for resources, support and expertise.

Together our libraries will:

- Build, develop and provide access to collections.
- Create and share opportunities for professional development and training.
- Extend library services to all Oregonians, at home and around the state.
- Negotiate with vendors and publishers.
- Develop and share best practices, standards, technologies, templates and tools.
- Advocate for broader access, useful legislation and a robust information infrastructure.

People

In 2020, library staff and library advocates will actively participate in nimble, supportive and creative organizations.

Our libraries will be staffed and supported by:

- Leaders who demonstrate a commitment to experimentation and innovation.
- Individuals who are open to new ways of doing things.
- Lifelong learners who can build on successes and failures alike.
- Leaders who devote resources to staff development and training.
- People who are educated and empowered to effectively advocate for their organizations, their communities and the information profession.

Community

In 2020, public, academic, school and special libraries will be an important presence in Oregon's communities.

Our libraries will:

- Ensure that all Oregonians have access to library resources and services.
- Support lifelong learning wherever, whenever and however it happens. Libraries will be there when Oregonians need to learn new things, in new ways.
- Reflect all the communities they serve with services that reflect their communities' changing needs.
- Make their communities better, by providing the services and resources their communities need.

Place

In 2020, the library will be the place its users need it to be.

Our libraries will:

- Provide physical and virtual spaces where Oregonians can connect to ideas, information and people.
- Reflect the vision and leadership of library staff who are focused on the spaces their users need, now and in the future.
- Give users the freedom to create, and re-create, the library spaces they need, when they need them.
- Be welcoming, safe, creative and productive – spaces where Oregonians want to spend their time, online and offline.