**OLA Strategic Direction 2017-2019**

**2020 proposed updates to Initiatives**

**Areas of Focus:**

**1. Enhance and expand OLA Professional Development opportunities and programs.**

* Continue to provide professional development opportunities during the age of COVID

**2. Improve the means and effectiveness of OLA communication.**

* Update the OLA website
* Promote services to OLA members
* Restructure communications committee to increase engagement

**3. Strengthen OLA’s leadership and advocacy role across the state.**

* Provide ongoing advocacy training for the local, state, and national level
* Continue to advocate for all Oregon libraries
* Develop and implement anti-racist goals across all OLA units

**4. Increase engagement in OLA and enrich the membership experience.**

* Build broader OLA access opportunities for all library workers
* Support and develop emerging leaders
* Build and improve inter-regional networks through virtual programming