

# Oregon Library Association: Strategic Direction 2017-2019

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

Areas of Focus	Objective
Enhance and expand OLA Professional developmental opportunities and programs.	<ul style="list-style-type: none"> <li>• Increase OLA Conference attendance number W-F (Target TBD)</li> <li>• Increase OLA Conference attendance number Saturday (Target TBD)</li> <li>• Broad/balanced OLA Conference attendance from all library types (Target TBD)</li> <li>• Year/Year improvement on professional development satisfaction survey scores (Targets TBD)</li> </ul>
Improve the means and effectiveness of OLA communication.	<ul style="list-style-type: none"> <li>• Usability test scores of X (Targets TBD)</li> <li>• Year/Year improvement on communication satisfaction survey scores (Targets TBD)</li> <li>• Increase of website page views and visit duration.</li> <li>• Year/Year improvement on communication satisfaction feedback from Divisional/Task Force Leadership (Targets TBD)</li> </ul>
Strengthen OLA's leadership and advocacy role across Oregon.	<ul style="list-style-type: none"> <li>• Measure of outreach: events, speaking engagements, communications, etc.</li> <li>• Attendance at Legislation Days increases to #/% by (date)</li> </ul>
Increase engagement in OLA and enrich the membership experience.	<ul style="list-style-type: none"> <li>• Annual survey shows OLA as "welcoming"</li> <li>• Percentage of library professionals/staff within Oregon are OLA members</li> <li>• Increase of membership and retention year/year</li> <li>• Year/Year improvement on engagement satisfaction survey scores (Targets TBD)</li> <li>• Membership lapse measure</li> </ul>

Initiatives
<ul style="list-style-type: none"> <li>• Assess and design a compelling annual professional development program offering.</li> <li>• Establish qualitative feedback (Multiple focus groups/year) for greater insight.</li> <li>• Improve/explore alternative professional development delivery mechanisms.</li> </ul>
<ul style="list-style-type: none"> <li>• Evaluate and elevate the OLA website's form, function and user experience.</li> <li>• Improve active marketing and promotion of OLA's brand and benefits.</li> <li>• Ensure higher levels of communication performance with dedicated resources.</li> <li>• Improve OLA'S institutional knowledge, documentation, and management system(s) (including alignment of work group roles and responsibilities for information capture and management).</li> </ul>
<ul style="list-style-type: none"> <li>• Develop revolving corp. of OLA champions focused on library advocacy (marketing and promotion). Note: Initial start with Exec. Comm.</li> <li>• Continue to develop and deliver critical legislative advocacy work annually.</li> <li>• Migrate OLA from peripheral to integral to the Oregon's education system.</li> </ul>
<ul style="list-style-type: none"> <li>• Build broader OLA access opportunities for library support staff.</li> <li>• Develop and implement a targeted outreach program.</li> <li>• Establish an Eastern/Regional advocacy position and support.</li> <li>• Build a "quick strike" project capability for OLA members to provide easy and simple ways to participate.</li> <li>• Reimagine the HOTLINE and the tools we use to deliver information.</li> <li>• Build and improve inter-regional network relationships.</li> <li>• Establish a New Member Activity Round Table</li> </ul>

ACTION