ACTION ITEMS

Item #1. Based on ALA CD#36.2, ALA Strategic Plan 2011-2015, submitted by the ALA Executive Board and adopted as amended by the ALA Council at the 2010 ALA Annual Conference, the PMC recommends the insertion of Policy 1.3.1 and the revision of Policies 1.4 and 1.5 into the ALA Policy Manual as follows:

1.3.1 Core Organizational Values:

The Association is committed to:

- Extending and expanding library services in America and around the world
- All types of libraries – academic, public, school and special
- All librarians, library staff, trustees and other individuals and groups working to improve library services
- Member service
- An open, inclusive, and collaborative environment
- Ethics, professionalism and integrity
- Excellence and innovation
- Intellectual Freedom
- Social responsibility and the public good

(See “Policy Reference File”: ALA Strategic Plan 2011-2015, ALA CD#32.6)

1.4 Key Action Areas:

ALA is committed to seven Key Action Areas as guiding principles for investment of energies and resources:

- **Advocacy for Libraries and the Profession**
  The association actively works to increase public awareness of the crucial value of libraries and librarians, to promote state and national legislation beneficial to libraries and library users, and to supply the resources, training and support networks needed by local advocates seeking to increase support for libraries of all types.

- **Diversity**
  Diversity is a fundamental value of the association and its members, and is reflected in its commitment to recruiting people of color and people with disabilities to the profession and to the promotion and development of library collections and services for all people.
• **Education and Lifelong Learning**
  The association provides opportunities for the professional development and education of all library staff members and trustees; it promotes continuous, lifelong learning for all people through library and information services of every type.

• **Equitable Access to Information and Library Services**
  The Association advocates funding and policies that support libraries as great democratic institutions, serving people of every age, income level, location, ethnicity, or physical ability, and providing the full range of information resources needed to live, learn, govern, and work.

• **Intellectual Freedom**
  Intellectual freedom is a basic right in a democratic society and a core value of the library profession. The American Library Association actively defends the right of library users to read, seek information, and speak freely as guaranteed by the First Amendment.

• **Literacy**
  The ALA assists and promotes libraries in helping children and adults develop the skills they need—the ability to read and use computers—understanding that the ability to seek and effectively utilize information resources is essential in a global information society.

• **Organizational Excellence**
  The association is inclusive, effective and responsive to the needs of ALA members.

• **Transforming Libraries**
  ALA provides leadership in the transformation of libraries and library services in a dynamic and increasingly global digital information environment.

(Approved annually since 1997 by the ALA Council as the “programmatic priorities” of the Association. See “Policy Reference File”: ALA Strategic Plan 2011-2015, ALA CD#32.6)
1.5 Goals and Objectives:

The Goals and Objectives represent strategic areas of focus for the next three to five years. The goals articulate the outcomes ALA would like to achieve and answer the question, “What will constitute future success?” The achievement of each goal will move the organization toward realization of its envisioned future. The goals are not necessarily identified in priority order.

Objectives provide direction on how ALA will accomplish its articulated goals. Objectives are considered in the 3-5 year planning horizon.

Goal Area: Advocacy, Funding and Public Policy

Goal Statement: ALA equips and leads advocates for libraries, library issues and the library profession, and plays a key role in formulating legislation, policies and standards that affect library and information services.

Strategic Objectives:

1. Increase public awareness of the value and impact of all types of libraries and the important role of librarians and other library staff.

2. Increase research and evaluation documenting the value and impact of all libraries.

3. Increase resources and training for advocates seeking to secure increased funding and support for all libraries.

4. Lead advocacy for crucial library issues such as literacy, intellectual freedom, privacy, fair use, preservation of our cultural heritage, information literacy, equity of access, and permanent no fee public access to government information.

5. Increase ALA’s role in the formulation of library-related local, state, national, and international legislation, policies and standards.

6. Increase collaboration and alliances with organizations at all levels to advance legislation and public policy issues affecting libraries, librarians and information services.

7. Use new technologies to build greater public understanding and support for libraries of all types.
**Goal Area: Building the Profession**

Goal Statement: ALA promotes excellence and diversity in the library field.

Strategic Objectives:

1. Ensure that library education and training reflect the core values of the profession and the needs of the communities served by libraries of all types.

2. Increase the availability of and access to continuing education, career development and certification opportunities for librarians, library staff, trustees and library advocates.

3. Provide increased leadership and career development opportunities for Library and Information Science students.

4. Increase the diversity of the library workforce to reflect an increasingly diverse national and global community.

5. Increase ALA activities to assist libraries in recruiting, developing and retaining a high-quality, diverse library workforce.

**Goal Area: Transforming Libraries**

Goal Statement: ALA provides leadership in the transformation of libraries and library services in a dynamic and increasingly global digital information environment.

Strategic Objectives:

1. Increase opportunities to share innovative practices and concepts across the profession, nationally and internationally, and among all libraries.

2. Increase recognition of and support for experimentation with innovative and transformational ideas.

3. Help libraries make use of new and emerging technologies by promoting and supporting technological experimentation and innovation.

4. Increase leadership development and training opportunities designed to support the ongoing transformation of libraries.
**Goal Area: Member Engagement**

Goal Statement: ALA provides an environment in which all members, regardless of location or position, have the opportunity to participate in, contribute to, and benefit from engagement in their association.

Strategic Objectives:

1. Increase member and staff innovation and experimentation in the creation of new opportunities for face to face and virtual engagement.

2. Increase member engagement by identifying and eliminating barriers to participation and through technological innovation.

3. Develop new models to recognize member contributions in a changing association.

4. Continue to enhance a web presence that engages members and the public.

**Goal Area: Organizational Excellence**

Goal Statement: ALA operates effectively, efficiently, creatively and in a socially responsible fashion to accomplish its mission.

Strategic Objectives:

1. Develop and sustain the resources required to ensure the vitality of the association, its programs and services.

2. Enhance the association’s organizational structure to meet the changing needs of members, libraries and the users they serve.

3. Assess and continuously improve products and services to better serve current members and to attract new members.

4. Strengthen support for and collaboration with Chapters and Affiliates.

(See “Policy Reference File”: ALA Strategic Plan 2011-2015, ALA CD#32.6)
**Item #2.** Based on ALA CD#35, Clarification within Job Listings as to the Presence or Absence of Domestic Partner Benefits (Midwinter Meeting, 2011) submitted by ALA Councilors Peter Hepburn and Larry Romans and adopted as amended by the ALA Council,

**PMC Moves** the following change in the *ALA Policy Manual*:

Change Policy 54.20 from this text:

54.20 Comprehensive Health Care: ALA recognizes the importance of comprehensive health care for all Americans and its impact on libraries and their users. Adopted 2005.

To this text:

54.20. Comprehensive Health Care: ALA recognizes the importance of comprehensive health care for all Americans and its impact on libraries.

ALA encourages that that potential employers specify explicitly in their job announces in ALA publications or website whether or not they provide domestic partner benefits by means of appending one of the following two phrases; 'Domestic-partner benefits are not offered by this institution’ or ‘Domestic-partner benefits are offered by this institution.’

ALA urges other publishers and providers to encourage potential employers to specify explicitly in their job announcements whether or not they provide domestic partner benefits by means of appending one of the following two phrases: ‘Domestic-partner benefits are not offered by this institution’ or ‘Domestic-partner benefits are offered by this institution’. Adopted 2005, Amended 2010. (See “Policy Reference File”: Clarification within Job Listings as to the Presence or Absence of Domestic Partner Benefits, ALA CD#35)

**INFORMATIONAL ITEMS:**

In response to the request of the Resolutions Committee for minor housekeeping changes to the “Guidelines for Preparation of Resolutions, found in Policy 5.3, these changes have been made.

The ALA Policy Manual Revision Task Force continues its work. Current plans are to have a revised *ALA Policy Manual* for Council consideration at the 2012 Annual Conference.

**PENDING ITEMS:**

Ambiguity of the term “Headquarters” remains on the committee’s agenda. The committee will take up this item once the Constitution and Bylaws Committee has completed its review of the ALA Bylaws and Constitution.
In Conclusion: The Committee as always is extremely thankful for its staff liaison, Lois Ann Gregory-Wood. Her intimate knowledge of ALA, its history and procedures keeps the committee from wandering in the wilderness.

Policy Monitoring Committee

Linda Sue Dobb
Barbara K. Stripling
John A. Moorman, Chair
Lois Ann Gregory-Wood, Staff Liaison