WHERE AN ALA DOLLAR GOES

14% Advocacy for Libraries and the Profession
- Includes raising public awareness of the value of libraries; developing promotional materials; conducting effective media relations; recruiting and mobilizing a network of advocates; developing resources and training for advocates; advancing legislation and policies that support libraries; researching the impacts of libraries; working with partners and stakeholders on advocacy goals; and working to ensure the sustainability and future of libraries.

12% Information Policy and Intellectual Freedom
- Includes policy development, education, research and advocating in the following policy areas: intellectual freedom, privacy, civil liberties, telecommunications, funding for education and research programs, funding for libraries, copyright and licensing, open access, government information, and literacy.

40% Professional and Leadership Development
- Includes maintaining accreditation standards; maintaining standards for library services; developing educational resources; providing professional development opportunities; promoting career development; providing leadership development opportunities; providing award programs.

13% Equity, Diversity, and Inclusion
- Includes developing resources and training in the areas of equity, diversity and inclusion; providing cultural programming; promoting literacy through a variety of resources and initiatives; offering funding and grants; recruiting a diverse workforce to the profession; proving scholarships.

21% Member Engagement and Support
- Includes supporting committees and executive boards; promoting membership; providing membership services; supporting membership engagement software (ALA Connect).