



LAMA STRATEGIC PLAN, 2006—2010

MISSION (core purpose)

The Library Administration and Management Association encourages and nurtures current and future leaders, and develops and promotes outstanding leadership and management practices.

VISION (envisioned future)

LAMA will be the foremost organization developing present and future leaders in library and information services.

IMAGE (desired public perception)

LAMA is a welcoming community where aspiring and experienced leaders from all types of libraries, as well as those who support libraries, come together to gain skills in a quest for excellence in library management, administration and leadership.

Goal Area I: Value to Members

Goal Statement: LAMA will be an organization in which value to its members drives decisions.

Strategic Objectives:

1. Expand LAMA activities (programs, publications, etc) to meet the needs of a diverse membership.
2. Create experiences and opportunities for personal and professional growth.
3. Enhance ways for LAMA members to effectively communicate with organization leadership and with each other.

Strategies:



1. Establish regular environmental monitoring to capture information on trends and issues of importance to members.
2. Implement innovative and effective communication tools and strategies.
3. Establish partnership with targeted organizations to create leadership development and other programs.

Goal Area II: Leadership and Management

Goal Statement: LAMA will expand and strengthen leadership and management expertise at all levels for all libraries.

Strategic Objectives:

1. Enhance access to leadership and management development tools and resources.
2. Advocate for libraries and library workers.

Strategies:

1. Create a formal mentorship program.
2. Augment professional development, career recognition (i.e., awards) offered through LAMA, and ALA-APA credentialing programs.
3. Enhance collaborative leadership and management development programs with other professional organizations.

Goal Area III: Education

Goal Statement: LAMA will facilitate professional development opportunities to enhance leadership and management.

Strategic Objectives:

1. Measure, assess and evaluate the educational needs of library professionals and the effectiveness of LAMA's programs.



2. Develop high-quality, cost effective, leadership training pertinent to leaders at all stages of their careers.
3. Promote and provide continuing education through collaborations and partnerships with other organizations.

Strategies:

1. Leverage information technology and communication tools to provide educational opportunities to LAMA members.
2. Identify grants and scholarships to benefit LAMA members in their educational pursuits within LAMA.
3. Enhance the vitality of LAMA's publishing program.
4. Develop and disseminate timely leadership and management information on the LAMA website.

Goal Area IV: Organizational Excellence

Goal Statement: LAMA will be the preeminent professional organization that develops and supports library leaders and managers.

Strategic Objectives:

1. Adapt LAMA's organizational structure to maximize flexibility.
2. Exploit technology that improves LAMA's organizational effectiveness and strategic direction.
3. Enhance LAMA's operating revenue, endowment, and net assets.

Strategies:

1. Implement strategic alliances that enhance LAMA's ability to deliver its programs and services and to expand its reach.
2. Extend LAMA's marketing program.
3. Implement LAMA's financial strategies plan.



Adopted by the LAMA Board of Directors, January 24, 2006