



# Public Library ASSOCIATION



# PLA Vision for Itself and the Field

PLA cultivates a *community* of talented public library professionals where anyone can contribute, and everyone can grow. PLA is where leadership, kinship and innovation combine to create possibility for public library people.

PLA envisions a future where public libraries are recognized as key to building vibrant communities. The value of libraries is so deeply ingrained that they are viewed as essential to community vitality and are readily and appropriately funded. The library is an integral member of the community partnering with external community organizations.

# PLA's Approach to Legacy

Legacy is integrally connected to PLA's vision for the field and for itself.

- Builds on existing work and PLA priorities
- Depends on networked partnerships within the US and globally to reach beyond PLA members
- Opportunity for LSO partners to amplify work through Legacy channels
- Build on the joint mission, values and approach created by the Legacy partners

# PLA's Interconnected Results

- Performance and outcome measurement become standard practice
- Community-aligned service development and advocacy become essential leadership attributes
- Innovation accelerates, and impactful practices are iterated and scaled more quickly
- Working collaboratively through networks becomes standard practice
- PLA's evolution creates a progressive organization that models outcome-based leadership, critical self-assessment, and deep member engagement

# Impact & Advocacy

<b>Field</b>	Performance and outcome measurement become standard practice  
<b>Practitioner</b>	I can measure the results of my library's programs in compelling ways, that show not just reach but impact on key factors like knowledge, behavior and systemic improvements in my community

# Leadership

<b>Field</b>	Community-aligned service development and advocacy become essential leadership attributes  ↓
<b>Practitioner</b>	I can articulate my impact to community stakeholders to leverage their support for my library, and I can position my library as a key player in identifying and meeting diverse community needs

# Research & Innovation

<b>Field</b>	Innovation accelerates, and impactful practices are iterated and scaled more quickly  ↓
<b>Practitioner</b>	I know my library's services are evolving to meet emerging community needs through innovative programs, and I can be sure those programs will succeed because they are evidence-informed

# Networking

<b>Field</b>	Working collaboratively through networks becomes standard practice  ↓
<b>Practitioner</b>	Quality education and tools are available for me to grow my abilities to measure, lead and innovate because the library organizations supporting me are aligned in their goals and coordinated in their programming

# Organizational Capacity

<b>Field</b>	<p>PLA's evolution creates a progressive organization that models outcome-based leadership, critical self-assessment, and deep member engagement</p> <p>↓</p>
<b>Practitioner</b>	<p>PLA provides education, support and opportunities to grow professionally. I participate because I see the success they've measured, and because my colleagues attest to the value of membership and participation</p>