

**Library Administration and Management Association
Strategic Plan, 1999-2004**

Mission:

The Library Administration and Management Association promotes outstanding leadership and management practices and identifies, encourages, and nurtures tomorrow's leaders and managers.

Vision:

LAMA will be the foremost organization working toward the development of present and future leaders in the library and information field. LAMA recognizes that its members face constant change – technological, economic, political, and cultural – and will provide the tools they need to be successful in this dynamic environment.

Goals:

Section I: LAMA Serving the Profession

Goal 1: Recognize and spotlight service to the profession and best practices in leadership, management, and advocacy for the XXIst century.

Strategies:

- a. Develop a variety of ways to identify and feature the practices that move libraries forward
- b. Broaden the range of management practices that are subjects of LAMA award programs
- c. Encourage leaders to share their ideas with LAMA members through programming, publications, and other activities

Goal 2: Inform and educate librarians, library users, and library advocates about issues related to leadership and management in a dynamic information environment.

Strategies:

- a. Develop programs, publications, and other activities that define emerging issues for LAMA members
- b. Develop a diversified set of activities that enable LAMA to reach the broader audience that identifies with leadership and management issues
- c. Partner with other divisions as well as state, local, and regional associations to enrich the developmental opportunities of librarians and other information professionals

Goal 3: Foster and encourage research and scholarship on leadership and management of libraries and information organizations.

Strategies:

- a. Develop funding sources to support research and scholarship
- b. Provide opportunities for showcasing research results
- c. Develop an ongoing research agenda
- d. Develop the means to recognize noteworthy research and scholarly achievements

Goal 4: Bring the best of the leadership and management world outside of ALA to bear on LAMA's programs, and develop partnerships that move LAMA's programs forward.

Strategies:

- a. Expand LAMA's liaison program to include appropriate non-ALA organizations
- b. Investigate organizational memberships with appropriate organizations
- c. Systematically study emerging trends in leadership and management and infuse LAMA activities with this information

Goal 5: Energize librarians and library staff with high quality, timely continuing education programs when they need them, where they need them.

Strategies:

- a. Continue to assess the quality of LAMA's programming to ensure continuous improvement
- b. Develop a variety of ways to deliver programming, especially using the latest technologies
- c. Encourage the use of fast-tracked programming to get timely topics to audiences quickly

Goal 6: Expand LAMA's influence within ALA and the information community on the development of initiatives and agenda as they relate to leadership and management.

Strategies:

- a. Re-energize the liaison program so that these relationships are meaningful
- b. Prepare position papers and statements on topics for which LAMA should be heard
- c. Increase LAMA participation and visibility in ALA's priority areas
- d. Identify and nominate LAMA members for committees and taskforces within ALA, in IFLA, and other appropriate arenas.

Goal 7: Revitalize the publications program so that it is focused on getting the information members need to them in the way that best suits their needs.

Strategies:

- a. Continually assess the effectiveness of *LA&M* and other publications to ensure continuous improvement
- b. Make the best use of the potential of the Web and other technologies to support electronic publications

Section II: Positioning LAMA to Meet the Future

Goal 8: Strengthen LAMA organizationally so that it is robust and flexible and responsive to members' changing needs.

Strategies:

- a. Develop the means to continuously gather information about members' needs
- b. Continue to improve LAMA's financial position through better budget management and the growth of its long term investments
- c. Use technology to enable LAMA's committee work and other activities to move toward a 24/7 model
- d. Improve communication and coordination between and among committees, sections, and the divisional officers and staff
- e. Improve the effectiveness of the Board and of committees at all levels

Goal 9: Expand LAMA's membership, targeting particularly new librarians and others who can push LAMA's agenda forward and make it easy for them to have an impact.

Strategies:

- a. Develop and carry out a marketing plan to reach new audiences for LAMA membership, targeting particularly those populations underrepresented in LAMA (i.e. minorities, public and school librarians, new graduates, etc.)
- b. Increase the retention of members
- c. Provide opportunities for members to participate fully in the programs and activities of LAMA, even those who cannot travel to meetings and conferences
- d. Ensure meaningful experiences for members as they are assigned to committees, taskforces, and projects
- e. Identify library leaders who are not actively involved in LAMA and promote active membership to them

Goal 10: Recognize the service and contributions of members to LAMA's programs and activities and encourage members to stay active.

Strategies:

- a. Encourage LAMA leaders, past and present, to remain visible and active within LAMA
- b. Energize the recognition of achievement program for LAMA members
- c. Increase the number of awards for active LAMA members and raise funds to support the awards appropriately

Goal 11: Broaden LAMA's concern with diversity and create an organizational environment where all can contribute and learn.

Strategies:

- a. Develop and maintain meaningful relationships with all of the units of ALA that have diversity as a concern
- b. Ensure that all LAMA programs and activities consider LAMA's concern for diversity and are directed at the broadest possible audiences

Prepared by the LAMA Strategic Planning Task Force (Arne Almquist, Sharon Bullard, Bridget Quinn-Carey, Marcia Warner, Tom Wilding, chair), September 15, 1999; Endorsed by the LAMA Executive Committee, September 24, 1999; Accepted by the Board of Directors, January 15, 2000.