

# ALIA's Strategic Plan 1993-97



FOR THE FIRST TIME in its history ALIA has a Strategic Plan which encompasses all of its parts and program. A Plan which turns the constitutional objects into actions.

This Strategic Plan will be used as the core document from which will come the Operational Plan, including the Program Budget, and the Operational Plans of Divisions, Boards and Committees.

It is this document that will guide our actions for the next five years, and provide the basis for the allocation of the Association's limited resources.

In November 1992, the General Council will be deciding upon the first Program Budget for the Association at the National level.

This is an exciting achievement for the Association: one which will enable us to focus our attention, actions and resources upon those goals that are important to each one of us: Leadership, Advocacy and Mutual Support.

## ALIA'S STRATEGIC PLAN 1993-1997

### Vision

Our vision is to be the leading professional Association for library and information services in Australia.

### Mission

The Association seeks to empower the profession in the development, promotion and delivery of quality library and information services to the nation, through leadership, advocacy and mutual support.

### Goal 1

To provide leadership to enable the development and delivery of quality library and information services.

#### Objectives

- To establish and maintain standards for the practice of library and information science.
- To establish and promote standards for library and information services.
- To initiate, anticipate and respond to change as it affects library and information services.
- To develop policies to encourage equity of access to library and information services.

#### Strategies

**Desired outcome:** Measurable improvement in the provision of library and information services to the nation.

- S1 Develop and maintain standards for all types of library and information services.  
**Responsibility:** General Council, National Sections
- S2 Develop and maintain standards for education and training.  
**Responsibility:** General Council, Board of Education
- S3 Develop and maintain standards for the library and information services personnel.  
**Responsibility:** General Council, National Office
- S4 Promote training for the profession and encourage ongoing training and development opportunities for library and information services personnel.  
**Responsibility:** General Council, Divisions Board of Education
- S5 Promote the creation of new knowledge by encouraging research into issues relevant to library and information science.  
**Responsibility:** General Council, Board of Education, Information Theory and Research Special Interest Group
- S6 Develop policy guidelines representing the interests of members on issues relevant to the theory and practice of library and information science.  
**Responsibility:** General Council
- S7 Promote and support strategic co-operative links by fostering frameworks for improved inter-library activities by encouraging resource sharing and by working with other appropriate bodies.  
**Responsibility:** General Council, Branches and National Sections

### Goal 2

To influence governments, other organisations and the community by representing professional interests.

#### Objectives

- To advocate the development of library and information services.
- To influence the decisions made in the external environment which affect library and information services.
- To develop and maintain strategic alliances.

#### Strategies

**Desired outcome (A):** A significant increase in support for library and information services.

- S8 Monitor the environment to identify emerging issues and opportunities.  
**Responsibility:** Association as a whole
- S9 Develop policy responses on specific issues affecting library and information services.  
**Responsibility:** General Council
- S10 Make representation and lobby on behalf of library and information services. by establishing and maintaining a wide network of contacts among decision makers and with other people of influence and, by representing the Association's views to appropriate decision makers and other people of influence.  
**Responsibility:** General Council, Divisions, National Office
- S11 Establish and maintain strategic alliances with appropriate organisations.  
**Responsibility:** Association as a whole
- S12 Promote the value of library and information services.  
**Responsibility:** Association as a whole
- Desired outcome (B):** A significant increase in the status of library and information personnel.
- S13 Promote the value of library and information service personnel, and encourage the employment of appropriately qualified library and information science personnel.  
**Responsibility:** Association as a whole
- S14 Promote education and training to the profession by encouraging library and information service personnel to participate in further education and training opportunities.  
**Responsibility:** Association as a whole
- S15 To sustain a diverse and influential professional body by having a large and active membership.  
**Responsibility:** Association as a whole

### Goal 3

To provide the organisational framework to foster individual and mutual professional interests and aspirations.

#### Objectives

- To facilitate cooperation and networking within the library and information services sector.
- To provide opportunities for personal and career development.
- To provide a forum for the interchange of knowledge and ideas.
- To provide support to members.

#### Strategies

**Desired outcome:** An Association judged by its members to be a relevant, supportive and dynamic body which meets their professional interests and aspirations.

- S16 Provide and maintain support for networking at the personal, professional and organisational level  
**Responsibility:** Association as a whole
- S17 Recruit and retain members by providing support for the diverse and special interests of the profession.  
**Responsibility:** Association as a whole
- S18 Manage the Association responsibly through best management practice; and by ensuring that the organisation's structure and operations relate to the changing needs of members.  
**Responsibility:** General Council
- S19 Recognise excellence in the practice and study of library and information science through awards and other mechanisms.  
**Responsibility:** General Council, Divisions, Board of Ed. ■