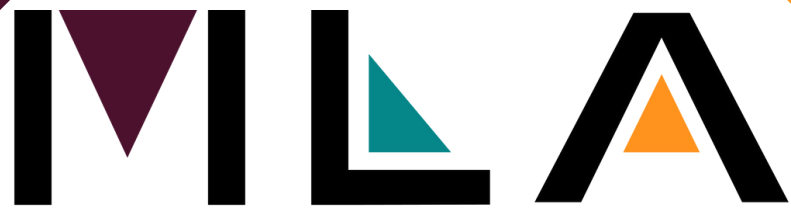


STRATEGIC PLAN



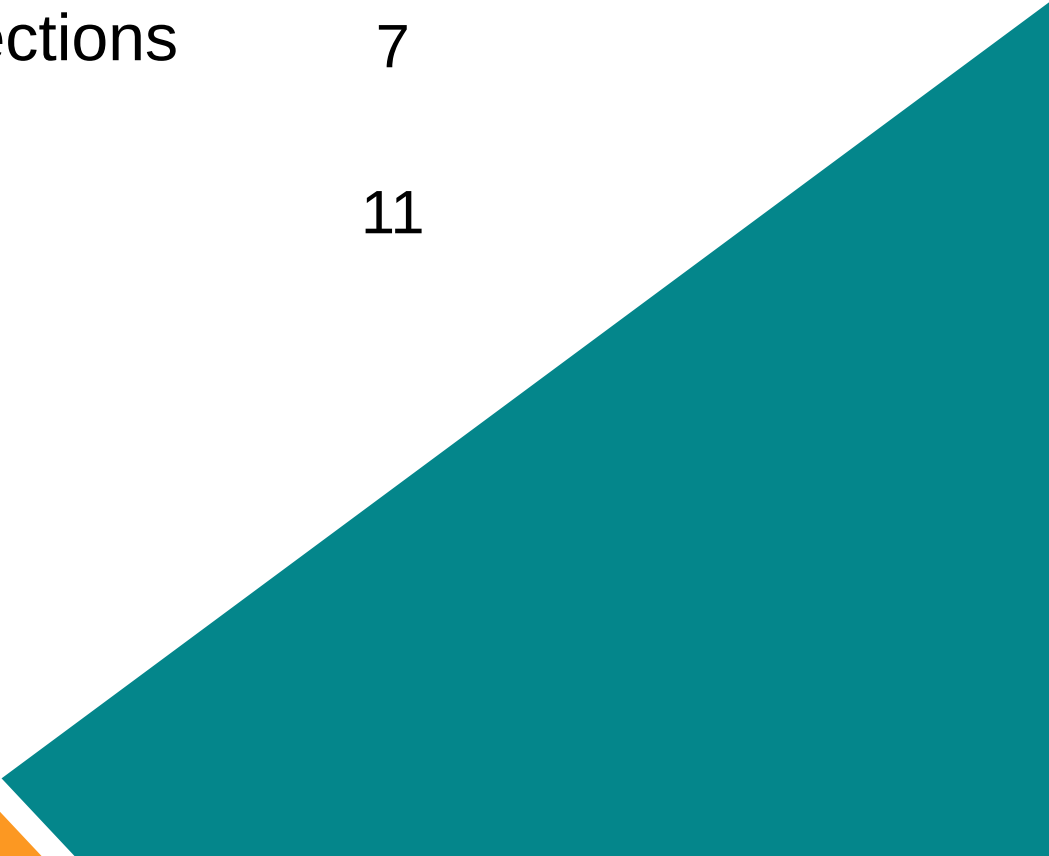
MICHIGAN LIBRARY ASSOCIATION

**2025 -
2028**



TABLE OF CONTENTS

Introduction	3
Process Timeline	4
Vision and Mission	5
Beliefs and Guiding Principles	6
Strategic Directions	7
Next Steps	11





INTRODUCTION

Michigan Library Association (MLA) is a vibrant resource for its members. The organization's dedicated staff, engaged members, and vital services are critical to its future success. To align its resources with the emerging priorities of their membership, the organization has undergone a comprehensive strategic planning process with feedback from members and stakeholders. By implementing a new strategic plan, MLA will renew its commitment to:

- Advocating for libraries,
- Elevating professional growth opportunities for library staff,
- Optimizing communications, and
- Nurturing organizational excellence.

MLA initiated a strategic planning process starting in fall 2024. Alliance for Library Impact was engaged in October 2024 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed gathering member feedback through surveys, focus groups, and interviews. Input was also gathered from annual conference attendees. In the Dream phase, retreat sessions were held to discuss possible future pathways for the organization. This document includes the strategic directions and goals that will guide MLA through the Do phase, as the organization executes its vision for the future.

PROCESS TIMELINE

October 2024 - June 2025

MLA spent months learning about member needs and developing strategies to advance the organization's mission over the next three years.





VISION

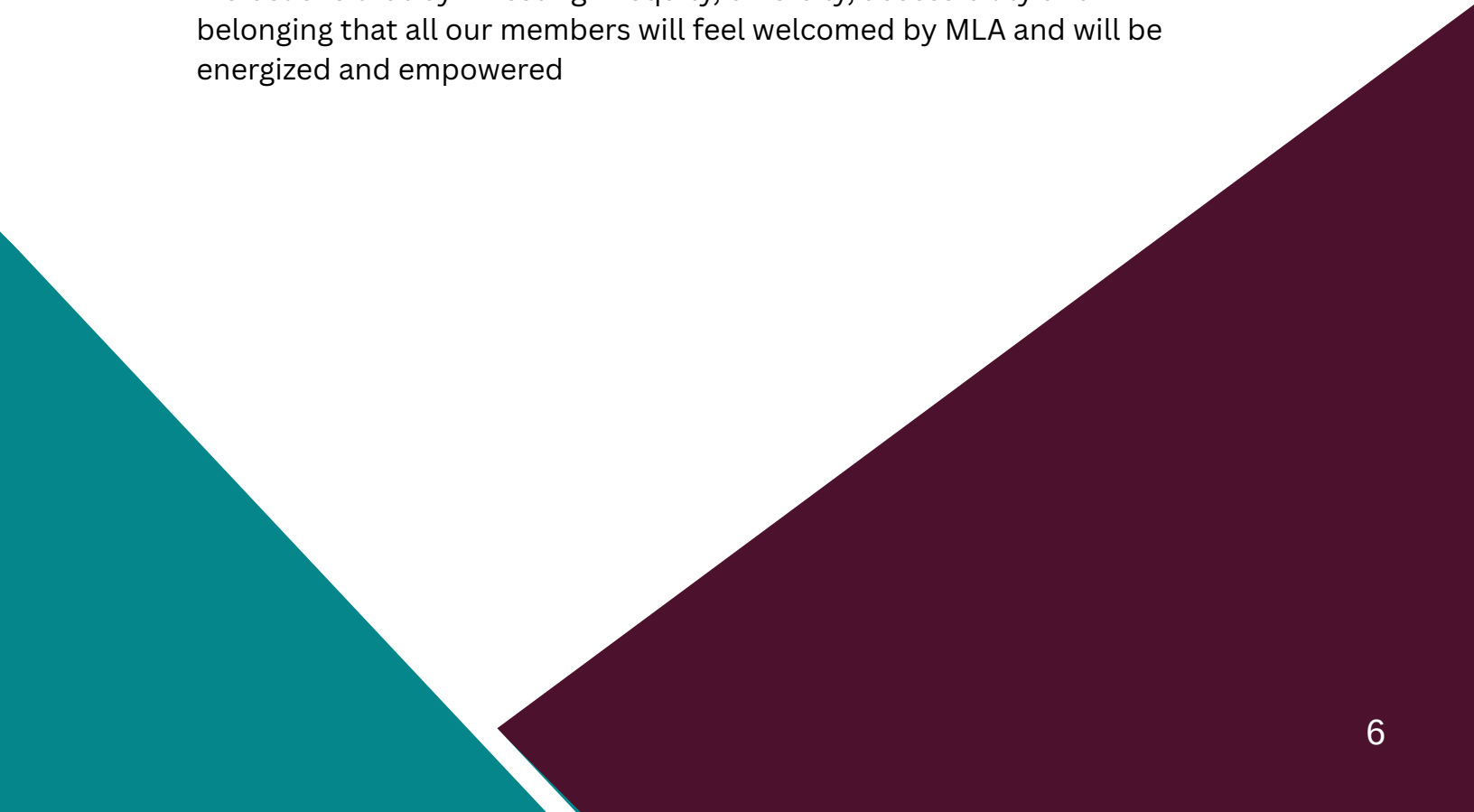
Strong libraries, strong communities, stronger Michigan

MISSION

The Michigan Library Association leads the advancement of Michigan libraries through advocacy, professional development, and engagement.



BELIEFS AND GUIDING PRINCIPLES

- We believe that all libraries are central to the intellectual and creative lives of the people they serve.
 - We believe in a member-focused environment – where members’ opinions are gathered, vetted and analyzed to establish the direction and priorities of MLA.
 - We believe that across all library types, we share a deep commitment to the enduring value and role of libraries in our communities, in our schools and campuses, and within our businesses.
 - We believe in equal and free access to information and knowledge.
 - We believe in an individual’s right to privacy.
 - We believe in the spirit of collaboration and building strong, diverse alliances, and that greater impact is made when we work together toward a common goal.
 - We believe in life-long learning – being well-informed and well-trained to address and cultivate cutting-edge ideas and best practices in the 21st Century.
 - We believe in being transparent, fair and ethical. When we are transparent, we invite trust by revealing we have nothing to hide.
 - We believe that by investing in equity, diversity, accessibility and belonging that all our members will feel welcomed by MLA and will be energized and empowered
- 

STRATEGIC DIRECTION 1

Advocate for Libraries

Creating a two-way dialogue with policy makers, we will ensure that libraries are at the forefront of their communities. Libraries will have a seat at the table for decision making, and library staff will feel informed and comfortable sharing MI Right to Read information.

Goals

1.1 Act as a unified, collective voice on issues affecting Michigan libraries.

1.2 Influence legislation and policy regarding library funding, services, privacy, access, and intellectual freedom.

1.3 Build and strengthen connections with elected and community leaders.

Potential Outcomes

- Members feel they have trusted advocacy resources and can advocate in their own communities
- Members are informed about emerging issues in libraries and in Michigan
- Elected leaders and communities know what is happening in libraries and understand MI Right to Read principles
- Legislators reach out to libraries for input
- Legislators understand the impacts of their votes

STRATEGIC DIRECTION 2

Elevate Library Staff Professional Growth Opportunities

MLA will be a go-to resource for members seeking training and continuing education. We will provide access to new opportunities that increase learning and engagement while staying up-to-date on trends in the library sector.

Goals

2.1 Provide professional development opportunities and consulting that aligns with established and emerging practices.

2.2 Expand and improve engagement opportunities.

2.3 Cultivate and empower current and future library leaders.

Potential Outcomes

- Library staff look to MLA as the place to learn and move up in the profession
- MLA is a go-to resource for member professional development
- Increased event attendance
- Members have advanced knowledge that impacts their libraries
- Members are more engaged with the organization

STRATEGIC DIRECTION 3

Optimize Communications

MLA will reach out to build relationships with members, demonstrating the benefits of membership and offering support. We will provide communication tools for libraries to use in their own communities, allowing for expanded understanding of what libraries offer.

Goals

3.1 Enhance communication with libraries and stakeholders to highlight the value of MLA.

3.2 Celebrate the value of libraries through shared strategic communication efforts.

Potential Outcomes

- Members feel MLA is supportive of their goals
- Donors feel valued
- Marketing professionals pursue careers in libraries
- More library stories are shared effectively
- Communities understand and appreciate their libraries

STRATEGIC DIRECTION 4

Organizational Excellence

We aim to support MLA staff through upcoming leadership transitions while providing the support needed for growth in membership. We will expand member engagement and increase fundraising and pursuit of mission-aligned grants.

Goals

- 4.1 Provide MLA staff with resources and support to maintain organizational excellence.
- 4.2 Ensure a smooth transition to new leadership.
- 4.3 Advance MLA's operations for long-term sustainability.
- 4.4 Grow memberships and expand member engagement.

Potential Outcomes

- A permanent executive director is hired
- Increased sponsorship and fundraising
- Increased grant programs
- Increase in new members
- Members feel a sense of belonging at MLA

NEXT STEPS



Now that the strategic plan has been adopted by the Michigan Library Association, the staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of progress towards the goals will be ongoing once the plan implementation is underway. The status of activities and progress towards goals will be reported regularly to members and stakeholders.

Prepared by

