



2021 Designated Agenda

- I. VLA will manage its finances prudently and maintain a fiscally strong and responsible organization
 - a. Continue to secure funds for legislative liaison contract hours by promoting Virginia Public Library institutional memberships
 - b. Closely monitor and evaluate Association finances to assure adherence to VLA policy and fiscal responsibility
- II. VLA will develop a strategy to maximize efficacy and cost effectiveness of Association communications and publications
 - a. Work with the Website Content Committee to review the Association's website and with the Executive Director to develop policies and procedures for maintenance of the website, including creation of new content
 - b. Continue to publish Virginia Libraries annually as a peer-reviewed journal with an Editorial Board
 - c. Expand the use and evaluate the effectiveness of MemberClicks
- III. VLA will continue to structure the Association's conferences to promote professional growth
 - a. Assess the cost and budget of the Professional Associates Conference, the Annual Conference, and the Virginia Library Leadership Academy
 - b. Assess viability of annual conferences
 - c. Actively pursue programs to meet the needs of the broad spectrum of VLA's membership
 - d. Actively pursue diverse voices and people of color as keynotes and presenters
 - e. Promote conference attendance as professional development, career development, networking, and personal fulfillment opportunities
 - f. Reach out to neighboring state library associations to promote conferences
- IV. VLA will provide leadership for legislative and advocacy activities that support libraries and library staff in the Commonwealth
 - a. Support the work of the Legislative Committee and the 2021 Legislative Agenda
 - b. Support the legislative efforts of the American Library Association (ALA), including National Library Legislative Day
 - c. Continue cooperation with the Library of Virginia (LVA) and the Virginia Association of School Librarians (VAASL) to secure stable funding for Find It Virginia
- V. VLA will maintain its support of members who are seeking continuing education, professional development, or degree programs in library science.
 - a. Support the Association's scholarships
 - b. Create and maintain relationships with graduate programs in library science serving the Commonwealth

- c. Develop webinars on professional topics of interest to the membership, in cooperation with the Library of Virginia (LVA), libraries, and VLA committees and forums
 - d. Encourage diversity within our profession by working with graduate programs in librarianship and other educators, and by developing relevant educational programs
- VI. VLA will plan for succession within the Association
- a. Create and maintain current information about the Association and its activities and accomplishments on the website
 - b. Encourage the continued involvement of, and contributions, from graduates of the Leadership Academy
 - c. Encourage new members to become more active within the Association
 - d. Encourage current members in taking a more active role within the Association
- VII. VLA will increase its membership and broaden its service to all types of libraries in the Commonwealth
- a. Assess membership dues and membership benefits with a focus on the longevity of VLA
 - b. Support and encourage the work of the Membership Committee in reaching out to new members and retaining existing ones
 - c. Promote VLA membership at library meetings throughout the Commonwealth
 - d. Actively engage with membership and the library community by promoting regional meetings and the use of the MemberClicks list-servs in order to make membership more relevant
 - e. Actively engage with membership through various social media platforms
 - f. Engage membership with a quarterly personal communication from the President
- VIII. VLA will develop a strategy to advocate for intellectual freedom within the Commonwealth of Virginia and beyond
- a. Identify partners in the Virginia Education Association (VEA), Virginia Association of School Librarians (VAASL), and other stakeholders—including partners outside the education and library professions such as community groups and legislatures
 - b. Maintain open channels of communication with ALA's Office for Library Advocacy, national library advocacy organizations, and other relevant stakeholders
 - c. Develop a communication strategy for responding quickly and effectively to intellectual freedom challenges, with appropriate stakeholders and partners clearly identified (for example Executive Committee, Council, Intellectual Freedom Committee, and Legislative Committee) and roles clearly delineated
- IX. VLA will revise its strategic plan for 2021-2024
- X. VLA will review status of the 2021 Designated Agenda and identify initiatives, tasks, and projects to continue or abandon, and identify and publicize accomplishments and achievements