



***British Columbia Library Association  
Strategic Plan  
January 2013 - December 2015***



## **Preamble**

The purpose of the 2013-2016 BCLA Strategic Plan is to articulate the priorities of the British Columbia Library Association (BCLA) and to guide and support the work of the Association. The Strategic Plan identifies key areas of interest for the membership and communicates support for Section, Committee and Interest Group activities in these areas. The Strategic Plan, along with the Mission, Vision and Core Values statements define the principles and goals of the Association within the library environment and society at large.

BCLA is a single association composed of individual and institutional members who may come together in Sections, Committees and Interest Groups. When the Strategic Plan refers to BCLA, the Association or the membership, the term is inclusive of all Sections, Committees and Interest Groups. Unless otherwise stated the word “government” in this document means local, municipal, provincial and national governing bodies.

BCLA is a member-driven association and as such is committed to the principles, goals and objectives expressed by the BCLA membership through the BCLA Board and articulated in the 2013-2016 Strategic Plan.

BCLA encourages creativity, innovation and leadership among members and the following Strategic Plan should be read and understood through this lens.

## **Strategic Objective One:**

**To advocate for libraries and library personnel on issues that affect library services locally, provincially and nationally.**

### **Goals:**

Deepen BCLA’s role as a library advocate.

Work with other organizations to facilitate advocacy objectives.

Support community groups and individuals advocating for libraries.



## **Strategic Objective Two:**

**To facilitate and provide professional development, including education and training, for BCLA members.**

### **Goals:**

Promote and develop the BC Library Conference (BCLC) so it remains relevant to members.

Encourage and support the development of continuing education programs and sessions.

Partner with other organizations to deliver professional development opportunities.

## **Strategic Objective Three:**

**To provide clear and timely internal and external communication.**

### **Goals:**

Build BCLA's profile in the library community, with stakeholders and in the community at large.

Provide regular internal communication.

Develop and build communication channels with government and other stakeholders.



## **Strategic Objective Four:**

### **To develop and maintain long-term financial sustainability.**

#### **Goals:**

Simplify current accounting to ensure transparency and clarity of budget documents.

Develop the conference to maintain and increase revenue for BCLA.

Develop multiple funding sources and fiscal accountability to ensure long-term financial sustainability.