



**THE BLACK CAUCUS OF  
THE AMERICAN LIBRARY ASSOCIATION, INC.**

*"COMMITMENT TO EXCELLENCE"*

# **Strategic Directions**      **2016 - 2020**



## Strategic Plan

The primary goal of the strategic planning process is to create a roadmap for the organization. It will serve as a guide for the BCALA leadership to make decisions about which activities are most important for future growth of the Caucus. It also creates strategies that are aligned with the organization's mission and will facilitate movement toward our vision.

## Our Mission

The Black Caucus of the American Library Association serves as an advocate for the development, promotion, and improvement of library services and resources to the nation's African American community; and provides leadership for the recruitment and professional development of African American librarians.

## Our Vision

The Black Caucus of the American Library Association, Inc. is the pre-eminent organization for African American librarians.

# Our Core Organizational Values

- **Advocacy**-- BCALA members support and advocate for equitable and sustainable access to information.
- **Collaboration** – BCALA works to develop partnerships within ALA, and other professional organizations that share common values and goals.
- **Effective communication** – BCALA communicates with membership using a variety of tools and resources.
- **Excellence** – BCALA strives to excel in every aspect of our organization and approach every challenge with the determination to succeed.
- **Inclusiveness** - BCALA is inclusive and welcoming of all people and supports equality.
- **Integrity and Transparency** – BCALA strives to be accountable to the highest standards of professional ethics.
- **Leadership and Professional Development** – BCALA provides continual education opportunities.
- **Stewardship of resources** – BCALA strives to be “good steward” of finances and ensures accountability.

# Introduction

In October 2015, Vice President Denyvetta Davis solicited the help of Traci Hall, Principle, Goodseed Consulting Group to serve as consultant to facilitate the creation of the Black Caucus of the American Association, Inc.'s (BCALA) 2016-2020 Strategic Directions. They reviewed the Caucus's 2004-2007 Strategic plan and other organizations both in and outside the library profession, held a training session with the Executive Board, conducted focus groups, and gathered data from members using a survey instrument. The perspectives and viewpoints shared during these forums and surveys played an essential role in assisting to craft the BCALA's strategic priorities.

BCALA's Strategic Directions 2016 – 2020 focuses on four strategic themes that reflect our mission and provide a framework for meeting member needs. The themes are: 1) Membership Recruitment, Retention and Engagement and value, 2) Leadership and Professional Development, 3) Organizational Excellence, and (4) Advocacy. Each strategic theme has a goal statement and key strategies. The BCALA leadership views strategic planning as an ongoing process. With adoption of this strategic plan, the BCALA Board will develop an annual operating plan. The annual operating plan will outline specific objectives, projects, and activities that will be undertaken within a specific fiscal year in support of the strategic themes and key strategies outlined here. Progress will be evaluated annually and this plan will be updated based on accomplishments, emergence of new strategic themes and member needs and opportunities for collaboration.

# Strategic Directions

## STRATEGIC THEMES, GOALS & KEY STRATEGIES

During the four-year strategic planning cycle, BCALA will focus on four strategic themes and a select number of key strategies. An annual operating plan will guide the work of the organization and will outline the specific initiatives and projects that will be the focus that year.

### Membership Recruitment, Retention And Engagement

**GOAL:** BCALA provides an environment, experiences, and opportunities for new and existing members.

#### KEY STRATEGIES

- Conduct a comprehensive survey of members and affiliates to determine their needs.
- Continuously expand BCALA activities such as programs, publications, and events to meet the needs of a growing and diverse membership.
- Implement innovative and effective technological and communication tools and strategies that facilitate efficient and effective communication within BCALA and that enhance virtual participation for members.
- Market BCALA and its services continuously, consistently, and effectively as a recruiting and information tool.
- Partner with BCALA affiliates, other professional organizations and organizations/institutions to actively promote librarianship among African Americans.
- Create membership campaign to increase membership by 5%.

# Leadership And Professional Training And Development

**GOAL:** BCALA provides continuous learning opportunities for our members.

## **KEY STRATEGIES**

- Assess and evaluate the diverse educational needs of member librarians, library staff, and library supporters on an ongoing basis.
- Identify high-quality and cost-effective training in multiple formats including in-person, conference, non-conference, and virtual.
- Empower and encourage members to serve on BCALA committee and provide mentoring opportunities to develop leadership skills.
- Create purposeful events and programs in African American Libraries in the cities where BCALA Conference, Midwinter, and Annual are held.
- Create an orientation program for new members and a board development plan to prepare them for leadership and organizational opportunities.



# Organizational Excellence

**GOAL:** BCALA is inclusive, effective and responsive to the needs of BCALA members and operates in a sustainable and socially responsible manner in its management of assets and resources in support of our members and mission.

- Digitalize BCALA archives and secures site to house BCALA documents.
- Assess, evaluate, and improve the efficiency and effectiveness of BCALA board and committee operations.
- Adapt and modify BCALA's existing organizational structure to maximize flexibility and ensure member needs are met in a cost-effective and efficient manner.
- Outline an annual financial plan that strategically enhances BCALA's operating revenue and net assets.
- Increase affiliates, membership engagement and strengthen relationship with BCALA.
- Continue to update website that is functional and user-friendly with content rich resources.
- Review site selection, frequency and planning process for the National Conference of African American to ensure it is efficient, cost effective and meets the needs of our members.
- Ensure organizational policies and procedures are current and available to members.

# Advocacy

**GOAL:** BCALA values and supports libraries servicing African American communities of all types at the local, state, federal and international level.

- Actively work to address issues of social justice and equity effecting African American libraries, library professionals and communities.
- Engage more BCALA members to serve as advocates at the local, state, and national levels.
- Develop a global outreach strategy to increase BCALA's impact on an international level.