October 20, 2015

Dear ALA colleague:

I am writing to invite you to help shape the future.

As part of the Association’s strategic planning process, we would like to invite you and other ALA members to share your best thinking about what you would like to see happen/accomplished in three priority areas that have been identified as strategic initiatives for the Association over the next 3-5 years. These initiatives are:

- Advocacy
- Information Policy
- Professional and Leadership Development.

Over the course of this fall and winter, the ALA Council, divisions, round tables, interest groups, committees, chapters and affiliates will all be invited to discuss three questions that will help shape the vision, goals, objectives, strategies and tactics for each of the three initiative areas over the course of the coming months. For each initiative, the questions are:

What would success look like?  
How do you think we might get there?  
How might you/your community (division, round table, committee, chapter, affiliate) help us get there?

This fall and next spring, we will be encouraging the state chapters and affiliates to schedule strategic planning discussion forums at their conferences. Council, boards, committees and the membership will also be holding discussing around the priorities and questions at the upcoming Midwinter Meeting in Chicago. Three virtual town hall meetings will also be held this fall where members can share their thinking on these questions (more detailed information on the town hall meetings will be forthcoming):

- Advocacy  
  November 19th
- Information Policy  
  November 20
- Professional and Leadership Development  
  December 11th
As we shape our future direction, we need your best thinking and invite you to actively participate in the forums and strategic planning process. To see the forum discussion guide and feedback forms, find out more about the planning process, the strategic initiatives, or share your individual thoughts on how best to achieve them, just visit http://www.ala.org/aboutala/strategic-planning.

Looking forward to a stronger Association and a stronger future for libraries,

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Courtney L. Young
ALA President