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CLA
Strategic
Plan
2025-2028

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Prepared By
2023-2024 Strategic
Planning Committee

Table Of

Contents

3 Association Profile

4 A Glimpse of CLA

5 Vision & Mission

6 Strategic Plan Overview

7 Goal Overview

8 Goals 1 & 2 Objectives

9 Goals 3 & 4 Objectives

10 Goals 5 & 6 Objectives

11 Conclusion

12 Thanks

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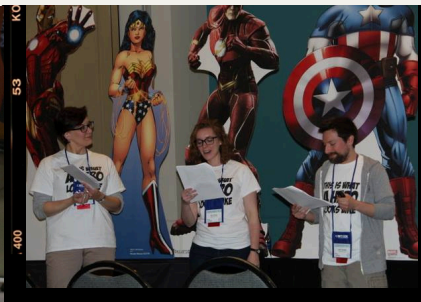
Profile Of Organization

We are Connecticut's professional organization of librarians, library staff, friends, and trustees working together to improve library service to Connecticut; to advance the interests of librarians, library staff, and librarianship; and to increase public awareness of libraries and library services.



**LEADING THE WAY
SINCE 1891**

A Glimpse of CLA in ACTION



Vision & Mission

Vision

It is essential that the diverse communities in our state have excellent and equitable library service. This requires proper training of library staff, adequate funding for library resources, and universal commitment to the high standards of our stated values.



Mission

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The mission of the Connecticut Library Association is to unite members of the Connecticut library community under one banner. CLA will provide vision, leadership, education, and collegial support for its members in order to ensure the highest standards of professionalism. CLA will be an advocate for free access to information and exposure to ideas for all residents of Connecticut.



Strategic Plan Overview

The following is a brief overview of the steps the CLA Board took in order to create our new 3-year Strategic Plan.

Who? What? How? Why? When?

1. Established a committee of Board Members to create the plan.
 2. Laid a foundation of major goals the Association wanted to focus on in the near future.
 3. Surveyed CLA Members and Nonmembers for feedback on those particular goals.
 4. Followed up with those that indicated interest in giving more information regarding the strategic plan.
 5. Disseminated information gathered through surveys, follow-ups and conversations to analyze.
 6. Created a structured strategic plan that can be shared with the Connecticut library community and be the focus of the organization over the next 3 years.
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Goal Overview

The Six Themes for Goals of Our Strategic Plan

1. Membership

- CLA members amplify the voices and impact of librarians. CLA is shaping the future of Connecticut libraries. Member dues fuel advocacy efforts, ensuring libraries receive the support and resources they deserve. Members are part of a powerful network, influencing policy and driving positive change for libraries and Connecticut's communities.

2. Leadership

- The administration of CLA affairs is vested in an Executive Board comprised of certain voting and non-voting members that are either elected by our membership or appointed according to the bylaws.

3. Financial

- The Association's budget provides for the annual operating expenses of the sections, committees, and the annual conference.

4. Communication

- One of the traditional objectives of CLA is to foster communication among those interested in libraries.

5. Advocacy

- CLA has made important gains over the past few years by advocating for the needs of libraries and librarians. We do this by informing legislators of the Association's legislative positions and of the importance of libraries in meeting the information needs of CT's residents.

6. Accessibility

- CLA champions accessibility because every voice matters. The Executive Board strives to ensure all librarians and library workers across the state are welcomed and included, reflecting the diverse communities we serve.

Goals 1 & 2

Objectives



1 Enhancing Membership

- Establish new membership tiers and partnerships to attract more members.
- Enhance member benefits, such as larger discounts on workshops.
- Recognize the work of our members in the library community.

2 Leadership & Longevity

- Provide incentives/discounts to those volunteering their time and energy on the CLA Board.
- Ensure training and documentation is updated and passed to new Board members on an annual basis.
- Work with other state organizations to voice concerns of the membership.



Goals 3 & 4

Objectives



3 Financial Plan for Stability

- Membership dues will increase 5% over a period of 3 years.
- Cost of workshops/professional development will increase based on cost of living expenses only.
- A financial plan will be reviewed by the Executive Budget Committee yearly.

4 Communications & Marketing

- Monthly email communications on CLA happenings from the Outreach Committee.
- Monthly email communications from the CLA President about other regional and national organizations such as CASL, NELA, PLA and ALA.
- Creation of a public service campaign illustrating the work we do in libraries.



Goals 5 & 6

Objectives



advocacy

5 Advancing Advocacy

- Continue work on E-book and other timely legislation.
- Provide comprehensive assistance and resources for libraries.
- Campaign for better funding for libraries and library agencies across the state.

6 Accessibility for Inclusion

- Provide more virtual options that will include accessibility resources.
- Provide funding for professional enhancement grants (PEG) to those needing financial assistance to take part in CLA.
- Increase representation for members amongst our committees and sections.



ACCESSIBILITY



Conclusion

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Action Items

In order to execute the Strategic Plan set forth, the CLA board will work towards accomplishing the following action items:

- Form an ongoing strategic planning task force to oversee plan implementation.
- Create a collaborative space for Executive Board members to track and document progress.
- Establish an annual review of progress report.
- Conduct a quarterly check-in on strategic plan goal efforts at Executive Board meetings.
- Include a brief report of strategic plan progress at the annual meeting for CLA Membership.

Measures for Success

The CLA Board will assess the success of this 3-year Strategic Plan based on the following criteria:

- Achieve an increase of membership revenue by at least 5% over the 3 years and receive positive feedback from CLA members.
- Carry out an annual anonymous survey to obtain feedback from the past years' board members.
- Work with auditor annually to ensure financial success.
- Establish regular communication schedule with CLA Membership.
- Sustain accuracy of information for the continued advocacy of librarianship.
- Apply to present for and/or collaborate with at least 3 other allied organizations each year.

The Future of CLA

With this Strategic Plan, our hope for CLA is to secure stability and establish growth for the organization and its role in the CT library community. This Strategic Plan shall be in effect through the calendar years of 2025 up to 2028. In the final year of this plan, the established Strategic Planning Task Force will make a recommendation to the Executive Board for setting the path to begin a new future Strategic Plan in an effort to continue and strengthen the work of the Connecticut Library Association and support its membership.

Thank You!

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CLA Past, Present and Future Members

Thank you to our CLA Members who took the time to answer questions, complete surveys and send us feedback on how to make CLA a better organization for you and others. We could not do this alone and it was vitally important to include past, current and future CLA members in our plan. Thank you all!

CLA Strategic Planning Committee

We would also like to thank our 2023-2024 CLA Strategic Planning Committee on the extensive time you took to put this plan together. Your time and patience is most appreciated!

- Colleen Bailie
- Olivia Blake
- Alessandra Casiello
- John Casiello
- Scott Jarzombek
- Douglas Lord
- Sarah McCusker

CLA Board

Finally, thank you to the 2023-2024, and 2024-2025 CLA Board for your ongoing support throughout this process.