



British Columbia Library Association

BCLA Strategic Plan

Refresh: Enhanced Relevance

2016-2019



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OVERVIEW

Strategic plans are essential to determine and clarify where an association is going and how it will get there. A strategic plan guides the work of the association by providing the framework to set priorities and by focusing the energy, resources and time available to the association. A strategic plan is the map to realizing the association's vision.

In 2012 the BCLA Board hired a new Executive Director and with this hiring came questions about a Strategic Plan. The Association had been without a Strategic Plan for several years. Early in 2012 the Board began a planning process that included input from the membership and BCLA staff. This resulted in a Strategic Plan spanning 2.5 years from mid-2012 to the end of 2015.

The overall objective of the 2012-2015 BCLA Strategic Plan was to stabilize BCLA's activities and budgets. The plan provided an invaluable framework for conducting BCLA's operational activities resulting in three years of a balanced budget, a revitalized BC Library Conference, and other initiatives detailed in the Highlight of Accomplishments section below.

Looking ahead, the focus of the BCLA Strategic Plan Refresh 2016 - 2019 is to identify priorities and goals that further enhance the relevance of the Association within the library community and for its members. Building on the organizational and financial stability created in the past 2.5 years, BCLA will continue offering services and programs that meet the unique needs of the library community while also expanding activities to be more responsive and relevant to the changing needs of the sector.

ORGANIZATIONAL VISION

The British Columbia Library Association leads the library community in advocacy, professional development, and support of intellectual freedom. We ensure that all British Columbians have equitable access to information, ideas, and works of the imagination.

MISSION

Advancing Libraries Together

VALUES STATEMENT

The British Columbia Library Association (BCLA) builds partnerships and relationships between libraries, governments, and community organizations. Our goal is to advance the values of the Association and to promote a widespread understanding of the benefits of library and information services.

These values are the foundation of the Association and the building blocks of our future.

ACCESS AND INCLUSION

BCLA advocates for libraries and library services for all British Columbians. This includes barrier-free facilities, resources, and open and equitable access to library services. The Association believes that people, communities, and organizations need universal and equitable access to information, ideas, and works of imagination for their social, cultural, educational, democratic, and economic well-being.

INTELLECTUAL FREEDOM

BCLA upholds the principles and objectives of intellectual freedom including the right to seek, receive, hold, and disseminate information from all points of view, as an essential tenet of a democratic society.

INNOVATION AND CREATIVITY

BCLA is committed to analysing, supporting, and participating in the ongoing evolution of libraries and library services. Members are supported to develop new skills, to stay current on library issues, and to develop innovative approaches to advance library services and thinking.

DIVERSITY

BCLA supports inclusive environments in the profession, the Association, and the community by promoting the equitable provision of library resources and services as determined by the needs of library users and by supporting members to achieve their professional goals.

LITERACY AND LIFELONG LEARNING

BCLA supports a broad range of literacies and the continued pursuit of professional and personal learning to enhance the ability of its members and community members to participate meaningfully in an information-based profession and society.

ACCOUNTABILITY

BCLA maintains open and transparent business practises demonstrating responsible use of Association resources to support the Association's Mission, Vision, Values, and Strategic Plan.

HIGHLIGHT OF ACCOMPLISHMENTS 2012-2015

ORGANIZATIONAL SUSTAINABILITY

- BCLA Strategic Plan 2012 to 2015
- Developed new Vision and Mission statements for the Association
- Established Core Values for the Association
- Created Terms of Agreement for BCLA Board Members
- Improved Board Orientation
- Developed BCLA Board Member Roles and Responsibility document for the Association
- Balanced budget for three years based on assessment of Association expenditures, streamlined costs and identifying efficiencies

- Evolved of a simplified budgetary process that adds clarity and transparency to the operations of the Association
- Established criteria for Association programs that require budgets and cost-recovery planning for each program
- Developed staff assessment and evaluation procedures (ED once every three years, or as needed, staff assessment is annually)

COMMUNICATIONS

- Undertook a complete redesign of BCLA's three websites, including The Partnership Job Board, the BCLA organizational site, and the BCLA Conference site
- Developed the Browser into Perspectives, now an editorial and opinion-focused publication
- Evaluated, stream lined, and strengthened the BC Summer Reading Club (SRC) program including a reorganization of the SRC Committee structure
- Partnered with InterLINK to deliver an annual Speakers event
- Established a working relationship with the Arts Alliance so they act as the distributor of BCLA News Releases
- Established a Facebook and Twitter account to support the BC Library Conference

ADVOCACY

- Acted on opportunities to demonstrate BCLA's advocacy position by partnering with organizations such as OpenMedia, BC Civil Liberties, and the Nova Scotia Library Association
- Developed new relationships between organizations, most notably with the BC Libraries Cooperative, BC Civil Liberties, The Partnership, ABCPLD and CPSLD
- Actively worked with both the Intellectual Freedom Committee and the Information Policy Committee to identify areas for BCLA advocacy and to articulate Association positions
- Participated on the CLA Governance Working Group and Financial Working Group to develop a Canadian Federated Library Association to coordinate national and international advocacy
- Active participant (along with ABCPLD, BCLTA, BC Libraries Cooperative) and organizer of the annual UBCM Conference Trade Show participation, including organizing an annual meeting with the Minister of Education

PROFESSIONAL DEVELOPMENT

- Evolved of the BC Library Conference
- Established the BCLA Professional Development Institute

LOOKING AHEAD: INDICATORS OF SUCCESS 2016-2019

BCLA will achieve the goals of the Strategic Plan when there is:

- Increased, engaged, and more professionally diverse membership
- Increased and diversified funding streams
- Enhanced relationships with local, provincial, and national governments and stakeholders

STRATEGIC PRIORITIES AND GOALS

1. **Targeted Engagement:** Engage with the library and broader community in advancing the values and core principles of libraries
 1. Provide opportunities for members to engage in activities that support the development of the library community
 2. Expand BCLA's communication channels to raise the profile of the library sector
 3. Strengthen BCLA's advocacy voice by enhancing relationships with government officials and other stakeholders

 2. **Responsive Professional Development:** Facilitate expanded knowledge and skills training of the library community
 1. Promote and expand a progressive BC Library conference that appeals to a diverse range of professions in the library community
 2. Create innovative training and professional development opportunities that contribute to the development of the professional practice

 3. **Increased Organizational Capacity:** Develop the capacity of the Association to better meet the needs of the library community
 1. Expand funding sources and increase operational budget
 2. Refine Association's structure, processes and policies to ensure relevant and timely response to the library community's needs
 3. Establish and promote the BCLA brand and messaging
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