# Core Strategic Plan 2022-2025

Updated Plan Approved by the Core Board of Directors April 18, 2024

The Core Strategic Plan is a continuation of the work outlined in the first Strategic Action Plan, which was in effect from 2021-2022. The process of creating the current plan began in June 2022 at the Core Board meeting at the ALA Conference in Washington, DC. At this meeting the board worked with members at the meeting on a design thinking exercise that culminated in the Value Proposition (see below). The board then held a retreat in August 2022 and section

leadership made additional edits in December 2022. The current version includes updates on the goals completed

write a new strategic plan at the end of this cycle in 2025.

Please see the Strategic Goals Tracking Sheet for updates on goals listed but not yet completed.

## Core's Value Proposition for Members

At some phases of your career, you will need Core. At other phases, Core will need you.

For all members, Core delivers mentorship and

Goals:

1. Develop overall member engagement and public relations campaign
    1.1. Create a cohesive marketing plan that communicates that Core is at the center of library activities, and highlights the commonalities between members who work in different types of libraries and functional areas
    1.2. Develop member engagement campaign
    1.3. Develop a social media strategy, potentially embracing a decentralized platform

2. Attract and retain members based on a target goal that takes declining ALA membership into account ) and explore new models for institutional membership
    2.1. Develop member engagement survey
    2.2. (Revision March 2024) Identify specific recruitment activities for both general and specialized audiences; ensure Core outreach occurs at key events, as well as as many additional events as possible. Key events include Interest Group Week, ALA Annual, Core Forum, ALA Volunteer Fair, and Core volunteer fair

3. Influence the profession and provide positive member experiences
    3.1. (Revision March 2024) Recruit both known contributors and contributors who have diverse perspectives in Core section areas to write for Core blog or present webinars. Aim for 6 of these opportunities a year.
    3.2. Track member engagement
    3.3. (New goal as of 2023) Work with board and other groups to push forward initiatives identified for intellectual freedom and member support

## Strategic Area 2: Career Building and Recognition

Help members develop skills throughout the

2. Offer continuing education programs t

2.2.    (Completed) Align journals on single platform and general practices

2.3.    (Completed) Develop Core handbook for leadership expectations, policies, and procedures