MISSION: ULA Cultivates professional development, connections, and inclusivity to promote strong Utah libraries.

VISION: We are the heart of our profession, circulating knowledge and creating connections.

STRATEGIC DIRECTIONS

ADVOCACY

- People who care about libraries are equipped for advocacy work.
- Decision-makers, partners, and residents understand the value of libraries.

OUTREACH & ENGAGEMENT

- ULA has extended reach throughout the state by engaging new members.
- Current members feel deeply connected to other members and increasingly engaged with ULA.

EDUCATION & LEADERSHIP

- Utah library staff members have the knowledge, skills, and abilities needed for job success.
- Utah residents and students look to their libraries for innovation and leadership.

EQUITY, DIVERSITY, & INCLUSION

- ULA has diverse membership and leadership.
- Utah libraries are equitable and inclusive.

ORGANIZATIONAL HEALTH

- ULA has appropriate staffing, membership, and funding to achieve our mission.
- ULA enables their leadership with tools and support for effective governance.

GOALS
STRATEGIC DIRECTIONS

ADVOCACY

- Empowered library professionals and patrons, greater local and state funding for libraries, better public understanding of the value of libraries.
- Stakeholders seek more ways to support libraries, either through advocacy, funding, volunteering, or usage.

OUTREACH & ENGAGEMENT

- A larger community of passionate members who are growing together as professionals.
- Idea-sharing, collaborations, friendships, and innovations.

EDUCATION & LEADERSHIP

- Confident library professionals enjoying their work and making an impact in their communities.
- Libraries evolve to meet emerging needs in their communities and bring fresh ideas to their stakeholders.

EQUITY, DIVERSITY, & INCLUSION

- A ULA community that boasts many cultures and perspectives and strives for equitable opportunities.
- Libraries committed to breaking down barriers between community members and library services.

ORGANIZATIONAL HEALTH

- Success means ULA has robust operations through growth of staff, funding, members, and services.
- All facets of the organization are aligned and efficient, leading to easier staff on-boarding and decision-making.