"Having a group that advocates for libraries is so valuable."

- Focus group participant

"I like that ULA brings us all together no matter what professional level librarians are or the type of library we are employed at."

- Focus group participant
Why
Utah Library Association helps our state’s libraries thrive. Presently, Utah libraries face unprecedented challenges. To combat misinformation, cultural division, and the negative effects of the COVID-19 pandemic, libraries require new and robust initiatives. Through the strategic planning process, ULA is aligning its resources with the urgent needs of its members.

How
The Utah Library Association (ULA) initiated a strategic planning process in August 2021 to develop a visionary plan to guide the association over the next 3-5 years.

ULA formed a Planning Team to guide this process and engaged Amanda E. Standerfer from Fast Forward Libraries as a facilitator and consultant. Members of the Planning Team included:

- Marissa Bischoff, President Elect
- Peter Bromberg, Advocacy Co-Chair
- Emily Bullough, Member-at-large
- Rita Christensen, President
- Mindy Hale, Executive Director
- Patrick Hoecherl, Public Section Head
- Daniel Mauchley, Past-President
- Milan Pohontsch, Genealogy Round Table Chair
- Cristina Reyes, Diversity Round Table Chair
Aug: Kick-Off

Sep: Initial Planning Meeting

Sep: Member Survey

Oct: Focus Groups

Oct: Interviews

Nov: Learning Report

Nov: Planning Meeting

Dec: Retreat

Jan: Planning Meeting

Jan: Plan Documents

Feb: Board Presentation

Mar: Plan Approval

Mar: Implementation Meeting
VISION

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

MISSION

ULA cultivates professional development, connection, and inclusivity to promote strong Utah libraries.
STRATEGIC DIRECTION

1

Advocacy is vital to strengthening Utah's libraries and to ensuring all Utahn's access to quality information and technology.

PEOPLE WHO CARE ABOUT LIBRARIES ARE EQUIPPED FOR ADVOCACY WORK

Success means empowered library professionals and patrons, greater local and state funding for libraries, better public understanding of the value of libraries.

DECISION-MAKERS, PARTNERS, AND RESIDENTS UNDERSTAND THE VALUE OF LIBRARIES

Success means stakeholders seek more ways to support libraries, either through advocacy, funding, volunteering, or usage.
ULA has extended reach throughout the state by engaging new members.

Success means a larger community of passionate members who are growing together as professionals.

Current members feel deeply connected to other members & increasingly engaged with ULA.

Success means idea-sharing, collaborations, friendships, and innovations.
STRATEGIC DIRECTION

3

Education & Leadership
provide a strong foundation for ULA members' professional growth and community impact.

UTAH LIBRARY STAFF MEMBERS HAVE THE KNOWLEDGE, SKILLS, AND ABILITIES NEEDED FOR JOB SUCCESS

Success means confident library professionals enjoying their work and making an impact in their communities.

UTAH RESIDENTS AND STUDENTS LOOK TO THEIR LIBRARIES FOR INNOVATION AND LEADERSHIP

Success means libraries evolve to meet emerging needs in their communities and bring fresh ideas to their stakeholders.
STRATEGIC DIRECTION

4

Equity, Diversity, & Inclusion needs to permeate all aspects of the library profession and its institutions.

ULA HAS DIVERSE MEMBERSHIP AND LEADERSHIP

Success means a ULA community that boasts many cultures and perspectives and strives for equitable opportunities.

UTAH LIBRARIES ARE EQUITABLE AND INCLUSIVE

Success means libraries committed to breaking down barriers between community members and library services.
ULA has appropriate staffing, membership, and funding to achieve our mission.

Success means ULA has robust operations through growth of staff, funding, members, and services.

ULA enables their leadership with tools and support for effective governance.

Success means all facets of the organization are aligned and efficient, leading to easier staff on-boarding and decision-making.
After this plan is adopted by the Board, the Planning Team will complete an activity plan to guide implementation under the direction of the Board with involvement from the membership. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and staffing. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of the plan will be ongoing once the plan implementation is underway. Measurements for each goal will vary, and some activities will be best evaluated by collecting data through member surveys at regular intervals. Other activities will be evaluated based on factors like legislative impact, organizational growth, and leadership diversity. Some goals will be met by creating deliverables, like trainings and advocacy toolkits. Continued reporting of successes and challenges will ensure that ULA is transparent about progress and open to member feedback.

ULA commits to a comprehensive review and update of this plan at its completion. This plan will move ULA significantly forward by guiding next steps on plans for successful advocacy, deep member engagement, effective training, inclusive practices, and organizational growth. This plan is an investment in the future of ULA as an essential resource to the library profession.