**CFLA-FCAB Strategic Plan 2019-2022**

**PRELIMINARY DRAFT FOR MEMBER ASSOCIATION FEEDBACK**

**January 23, 2019**

**Vision**

CFLA is the recognized national voice for Canada’s library associations.

**Mission**

The mission of CFLA-FCAB is to:

1. Amplify the influence and impact of libraries in national and international public policy;
2. Develop and monitor national policies and guidelines to advance library excellence; and,
3. Raise the visibility of libraries as contributors to Canadian intellectual, social, and cultural life.

**Strategic Priorities[[1]](#footnote-1)**

1. Amplify the influence and impact of libraries in national and international public policy
   1. Build relationships and increase engagement with federal government policy makers and staff
      1. ACTION (EXAMPLE): Participate in national policy consultations and briefing documents, as opportunities arise, as the national voice for Canada’s library associations
   2. Collaborate with our member associations to strengthen the capacity of our sector throughout Canada
      1. ACTION (EXAMPLE): Provide member associations with expertise, analysis, and insight into the national and international context in order to build our collective capacity
   3. Create a marketing strategy and deliver a public relations campaign to strengthen our influence among key audiences
2. Develop and monitor national policies and guidelines to advance library excellence
   1. Anticipate and respond to the changing information environment by defining national policy positions
      1. ACTION (EXAMPLE): Develop policy regarding one or more of the following: Indigenous Matters, Intellectual Freedom; Accessible formats; Copyright; New strategies in cataloguing and metadata; Artificial Intelligence; Privacy; Open Government/Open Data; Workforce diversity, equity, and inclusivity; Addressing the “digital divide”
   2. Review and refresh existing policies and guidelines
   3. Support adoption of national policies and guidelines by member associations
      1. ACTION (EXAMPLE): Continue to support the implementation of the CFLA-FCAB Truth and Reconciliation Committee Report and recommendations advanced by the Committee on Indigenous Matters
3. Raise the visibility of libraries as contributors to Canadian intellectual, social, and cultural life
   1. Advocate for the eligibility of libraries for federal funding opportunities
   2. Foster relationships with allied agencies, organizations and initiatives that share common missions, mandates and goals
      1. ACTION (EXAMPLE): Expand meaningful connections with current partners, including Library and Archives Canada (LAC); National Heritage Digitization Strategy (NHDS); Bibliothèque et Archives nationales du Québec (BAnQ); and Canadian Commission for UNESCO (CCUNESCO).
   3. Benchmark the impact and role of Canadian libraries according to the United Nations’ Sustainable Development Goals
   4. Support member associations by developing key messages to communicate effectively with their target audiences

1. Under each Objective, the CFLA-FCAB Board would draft annual Actions anticipating and guiding the opportunities for specific actions in the coming year. The following are the draft Strategic Objectives, including draft Actions only where they are needed as illustrative examples. [↑](#footnote-ref-1)