

**CLA Proposed Objectives
Assembly vs. Member Ranking
June 2005**

| Assembly Ranking | Member Ranking | Objective |
|-------------------------|-----------------------|--|
| 2. | 8. | Adopt a comprehensive legislative agenda that proactively addresses national, state, and local library issues. |
| 4. | 6. | Update association communications to keep members at all levels informed of activities, programs and services available to them. |
| 9. | 4. | Establish formal strategic partnerships and cooperative programs with no fewer than 10 other library associations or organizations and to leverage our collective voice on library issues. |
| 10-tied | 5. | Establish liaisons with California library schools to provide input on curriculum, values and practical experiences in professional librarianship. |
| 11. | 9. | Strengthen the CLA mentoring program to match new library professionals, seasoned professionals and retirees to enhance the professional experience for all. |
| 5. | 1. | Establish a public relations campaign designed to educate all Californians about the importance, availability, function, accessibility and services of California libraries. |
| 1. | 2. | Organize and host the statewide association conference highlighting current and future best practices and theories from the librarianship field and featuring compelling speakers. |
| 7. | 10. | Each section and round table will provide networking, information sharing and leadership development opportunities for its members, in a venue or medium of their choosing. |
| 10-tied | 12. | Organize and host a Master Speaker's Series featuring a topic of continuing interest to the profession. To be held at a time that does not coincide with conference. |
| 12. | 13. | Establish a Retirees' Program, a comprehensive plan of programs and services for library retirees to encourage their continued participation in library issues after they leave the workforce. |
| 3. | 11. | Increase the active membership (individuals, institutions and vendors) at least 2% annually. |
| 6. | 3. | Commission and implement a comprehensive funding review to strengthen the fiscal position of the association so it may reasonably support new and continuing member programs and services. |
| 8. | 7. | Present the membership with a comprehensive organizational restructure that represents and mirrors current and emerging trends in professional associations and that supports the goals, objectives and activities established in this plan. |

Member Responses=439