**Preserving the Past: Transforming for Tomorrow**

**The HBCU Library Alliance Draft Strategic Plan 2015 to 2017**

The HBCU Library Alliance Board (HBCULA) met in December 2014 to update the organization’s strategic plan for the years 2015-2017 based upon the outcome of the Strategic Planning Session members performed at the October 2014 Biennial Membership Meetings. In discussions with members and the Board along with comments and results from the sessions, several themes were identified: **Sustainability, Membership/Value Proposition, Professional Development, and Revitalization**. It was also recognized that while there are many issues of importance to members, the HBCULA as a volunteer organization does not have the capacity to address them all and must set priorities.

This draft will be edited by the Strategic Planning Committee and the Board. Forums are scheduled with members in January 2015 to vet the document further and be sure that the strategic plan aligns with the priorities of members. Additionally, a face-to-face Board meeting is scheduled in January to finalize the strategic plan and present it to the membership.

The organization’s Vision, Mission and Slogan from the beginning of 2014 were reviewed and found to still be relevant to its purpose and members’ priorities.

**Mission**

The HBCU Library Alliance serves to strengthen its member libraries through leadership development, archives preservation and strategic planning and assessment.

**Vision**

The HBCU Library Alliance will advance the missions of the White House-designated Historically Black Colleges and their libraries by providing leadership training, services and resources.

**Slogan**

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**Sustainability**

* Create a three-year fundraising plan, distribute Board responsibilities across various plan priorities and develop a system for evaluating initiatives and reporting to membership.
* Align expenditure priorities with overhead costs in order to maintain financial stability and accountability.

**Membership/Value Proposition**

* Articulate the benefits of membership and create incentives that make the HBCULA the first choice of members as an organization to join and actively support.
* Revise the HBCULA website and establish dynamic communication tools such as the use of social media.
* Maintain and enhance the HBCULA Digitization Initiative for member institutions of the HBCU Library Alliance.
* Foster effective leadership development in succession planning, recruitment and mentorship.
* Develop an orientation for new members.

**Professional Development**

* Foster a culture that allows the membership to collaborate on “hot topics” throughout the year.
* Lead training that advances knowledge on topics of emerging importance to HBCULA members.

**Revitalization**

* Leverage and/or establish strategic partnerships for advocating the value of Historically Black College and University Libraries with internal and external groups that further or align with HBCULA’s priorities.
* Promote the visibility and success of HBCULA members.