

SLA Vision and Mission Statements

Vision

The Special Libraries Association is the global organization for innovative information professionals and their strategic partners.

Mission

The Special Libraries Association promotes and strengthens its members through learning, advocacy, and networking initiatives.

SLA
Connecting People
and Information
331 South Patrick Street
Alexandria, VA 22310

PERFORMANCE



REVIEW



December 31, 2004

SLA is about GROWTH.

It's that simple. Growth in the skill of an information professional. Growth in her career. Growth of the profession beyond expectations. Growth of the community as a societal force. Growth of the association as a place for it all to occur.

In 2004, SLA made great strides in the delivery of meaningful programs, services, and activities to advance the information professional as a leader in business, government, and academia. It's certain that our community knows how to manage information and knowledge. With SLA, information professionals can transform into mission-critical leaders for their organizations.

Below are highlights of SLA's performance in 2004.

SLA is a Learning Organization



SLA exists to promote and strengthen the profession. Nowhere in our mission is this more directly valued than by continually developing experiences for our members to learn, experience, and grow.

- Increased availability of online learning through the Virtual Learning Series and the Career Development Series. SLA lowered barriers to access for the profession by creating more convenient audio access points, timing events for our global membership, and reducing our prices by 50 percent.
- Continued development of live learning opportunities at the SLA Annual Conference strengthened the programming available to event participants.
- The plan for a new online university for information professionals was approved by the SLA Board of Directors, with implementation scheduled for mid-2005.

Globalization is Vital for Success



The SLA Board of Directors re-committed the association to a focus on international growth and development of the profession.

- SLA formed its newest chapter in Australia and New Zealand.
- SLA introduced electronic translations of content on the SLA Web site, which is a first step in lowering language barriers within our community.
- SLA now offers dues payment via multiple currencies, to allow greater flexibility for members.

Community Builds Relationships that Last



With a global membership, SLA seeks innovative approaches to building community to perpetuate the value and values of the profession.

- To that end, SLA launched its online Communities of Practice in 2004. This service allows members to congregate based on temporary or long-term needs they can define, which promotes further development of the SLA social and professional network.
- SLA's 96th Annual Conference in Nashville, Tennessee USA drew nearly 4,500 information professionals and industry representatives for learning and networking experiences that cannot be matched anywhere.
- The SLA Board of Directors approved the creation of a Government Information Division to attract participation in our community by government information professionals and people who care about the quality and delivery of government information.

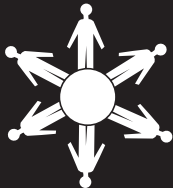
Advocacy Promotes Our Value and Values



While the value and values of the information profession are evident in our members, SLA aims to communicate and share this knowledge with appropriate external audiences, so that the profession continues to grow and be valued.

- In 2004, one of the most effective outreach efforts in SLA's history was conducted, with extensive speaking opportunities for SLA leaders driving our message to external audiences around the world. From business conferences to meetings of scholars and researchers, the message about the value of the profession was heard far and wide.
- SLA re-committed itself to more effective and expansive involvement in the development of public policy on a global scale. Beginning with the establishment of an online Legislative Action Center, SLA has embarked on a mission to educate and motivate information professionals worldwide to act on behalf of their professional interests.
- Media outreach continues to be a high priority for SLA, as our efforts can provide an excellent forum for showcasing the personalities and perspectives of the profession.

Society Benefits from Our Work



Whether offering learning experiences to continue the information professional's development or conducting research on the profession, SLA must deliver benefits to our global society and its ongoing quest for greater knowledge and prosperity.

- In 2004, SLA partnered with the University of North Carolina in a successful grant request from the U.S. Institute for Museum and Library Services (IMLS), and will be active in the development of the resulting study on the future of librarians in the workforce.
- SLA also partnered with content and information analysts Outsell to conduct research of the profession and its role in the marketplace.
- The 2004 edition of the SLA Salary Survey was published and is now available. Additionally, an online salary calculator was developed in order to give information professionals a glimpse of their earning potential.

Smart Financial Management Makes it All Happen



SLA succeeds because of its members, but successful stewardship of the association's financial resources is critical to ongoing growth. All of the highlights shown here could not be possible without a partnership between staff and our volunteer leadership to guide our financial planning and execution in the best interests of the membership.

- In 2004, SLA leaders and staff worked for greater organizational transparency. The annual planning process was adjusted in order to scrutinize proposed expenses, while income projections are more in line with current economic conditions.
- Leadership and staff invested significant time and effort during 2004 towards aligning the association's operations, planning, and forecasting with its overall strategy. This process will continue in 2005.
- Despite signals that the association might end 2004 in a deficit, prudent spending, a strident effort by staff to realize cost savings and maximum revenue, has resulted in SLA completing the year with a surplus.

Growth is the Hallmark of a Thriving SLA



An organization succeeds only if it is moving forward. SLA aims to set the standard for growth in the global community of information professionals. It drives our thinking for the benefit of the profession. It inspires our members to follow our example in their careers. It delivers on our societal mission to promote the sharing of information and knowledge around the world.