

ACRL charts new direction

ACRL Board approves new plan to meet the future

ACRIL has adopted a new strategic plan to guide the association's activities. The plan was approved by the ACRL Board of Directors at its June 24 meeting during the ALA Annual Conference in Chicago.

"We envision this as a dynamic plan that will be subject to continuing evolution to meet the changing needs of our profession," said Susan Martin, ACRL immediate past-president. "We appreciate the efforts of ACRL members who participated in identifying the critical issues facing libraries and librarianship, and suggesting how ACRL as an organization can best fill present and future needs."

The culmination of more than three years of intensive effort by ACRL leaders and members, the new plan replaces a 1987 version. It recognizes current priorities and concerns of ACRL members with a mission and vision statement that emphasize opportunities for professional development and performance of academic librarians' mission of service.

"The challenge before ACRL leadership is to move ahead expeditiously toward the goals the membership has adopted," said Patricia Breivik, 1995-96 ACRL president. "We are encouraged in our endeavors with the close relationship of ACRL's goals and ALA Goal 2000. It is an exciting time for ACRL and its members!"

Mission

The Association of College and Research Libraries (ACRL) provides leadership for development, promotion, and improvement of academic and research library resources and services to facilitate learning, research, and the scholarly communication process.

ACRL promotes the highest level of professional excellence for librarians and library per-

sonnel in order to serve the users of academic and research libraries.

Vision

Together, ACRL members will strengthen the ability of academic and research librarians and other library personnel to provide superior services and resources for their communities; and will prepare academic and research librarians to play increasingly significant roles in higher education. ACRL will provide leadership in shaping education, information, and scholarly communication policy. It will achieve this through partnerships with higher education and information technology organizations, national forums, and through the legislative process. ACRL will recruit and foster the retention of highly qualified and talented librarians who reflect the diversity found in American society. ACRL will develop standards for professional preparation and promote continuous learning for academic and research librarians and other library personnel.

Goals

1. Provide development opportunities for academic and research librarians and other library personnel that enhance their ability to deliver superior services and resources.

Strategic Directions:

1.1 ACRL will support activities which provide opportunities for academic and research librarians and library personnel to discuss and share ideas, knowledge, research, experiences, and expertise.

1.2 ACRL will support recruitment efforts to bring into the profession those individuals who will enrich the diversity of the profession.

1.3 ACRL will provide national programming at the regional level to support continuing education needs.

1.4 ACRL will continue to seek ways to increase membership participation in its activities.

An overview of the development of the new plan, as well as a list of the ACRL members who worked on it, may be found in the June 1995 issue of C&RL News.

2. Collaborate with other professional organizations and associations of higher education in order to promote mutual interests.

Strategic Directions:

2.1 ACRL will participate in activities of, and seek cooperative relationships with, higher education associations.

2.2 ACRL will seek cooperative relationships with other information-related associations to develop cooperative initiatives to enhance and expand the library's role as central to academic endeavors.

2.3 ACRL will strengthen its relationship with the Association of Research Libraries.

2.4 ACRL will work with higher education and scholarly associations to protect access to intellectual property in an electronic environment.

3. Maintain at the national level a prominent role in planning and decision making for influencing information policy.

Strategic Directions:

3.1 ACRL will provide financial support for the ALA Goal 2000 technology initiative and legislative agenda to insure that the items of concern to academic librarians receive prompt attention.

3.2 ACRL will support the ALA Washington Office in responding to issues affecting academic libraries and higher education.

3.3 ACRL will use an effective communication mix to promote an understanding of the value and contributions of academic/research librarians and libraries to higher education and society in general.

3.4 ACRL will participate in activities of higher education and other organizations to inform these groups of the value of library resources and services and the library's role in the teaching/learning and scholarly process.

4. Ensure that ACRL's operating environment provides efficiency in its use of resources and effectiveness in the delivery of services to its members and constituent units.

Strategic Directions:

4.1 The ACRL Board of Directors will take responsibility for planning in order to provide organizational direction.

4.2 ACRL will develop and maintain an integrated dynamic management system and process that include: a strategic plan, a finan-

cial plan, and product-line marketing or business plans.

4.3 Members of the ACRL Board of Directors will act with the mission, vision, and goals of the association in mind, and ensure that issues and ideas are examined and discussed openly and thoroughly with the membership.

4.4 ACRL will examine and modify as appropriate its current structural arrangements to enhance its influence on information policy setting and legislation through better coordination of national and state efforts.

4.5 ACRL will review and revise its by-laws to reflect the roles of the Board of Directors and all ACRL units.

4.6 ACRL will keep informed of current association management practices and appropriate technologies to ensure that it operates at an optimum level of efficiency. ■

(Online resources cont. from page 539)

Directory of Electronic Journals, Newsletters, and Academic Discussion Lists. Many of the listserv lists are mirrored as Usenet newsgroups.

- **BI-L.** The bibliographic instruction listserv list. *Access:* e-mail to: listserv@bingvmb.cc.binghamton.edu with subscribe bi-l in the body of the message.

- **Directory of Electronic Journals, Newsletters, and Academic Discussion Lists, 5th Edition, May 1995 (gopher edition).** Although this is an abridged version of the ARL publication, it includes information on approximately 2,500 discussion lists. *Access:* gopher://arl.cni.org:70/11/scomm/edir.

- **NET-HAPPENINGS.** This list distributes announcements of interest to Internet users, including information about upcoming Internet events. *Access:* e-mail to MAJORDOMO@IS.INTERNIC.NET with subscribe net-happenings in the body of the message.

- **NETTRAIN.** A listserv mailing list for people interested in network training issues. *Access:* e-mail to: listserv@ubvm.cc.buffalo.edu with subscribe nettrain in the body of the message.

- **Archives NETTRAIN.** The archives of NETTRAIN are available and searchable by author, title, and subject using BRS/OnSite. Boolean searching is supported and a tutorial covers search techniques and document downloading. *Access:* telnet://a.cni.org/; login: brsuser. ■