



VISION STATEMENT

Creating excellence. Driving innovation. Empowering leaders in law.



MISSION STATEMENT

ALA is the catalyst for growth by providing:

- Diverse educational experiences.
- Engaged peer communities.
- Strategic solutions.
- Dynamic resources.
- Trusted networks.

2024-2026 ALA Strategic Direction

FOCUS AREAS



MEMBER EXPERIENCE

Create member experiences that are meaningful, accessible, and personalized.



DIVERSITY, EQUITY, INCLUSION & ACCESSIBILITY

Continually advance a welcoming and supportive culture in which everyone belongs and has a voice.



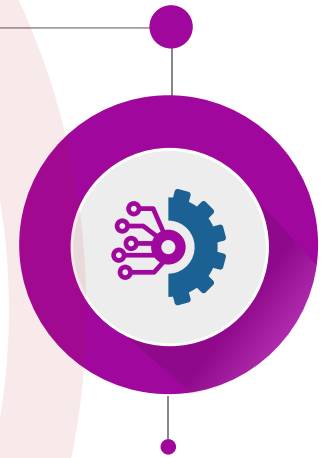
EDUCATION & PROFESSIONAL DEVELOPMENT

Deliver timely and pertinent educational resources and professional development opportunities.



IMPACT

Elevate the visibility and influence of the Association and our members.



INNOVATION

Lead the ecosystem towards a future defined by notable advancements and change.



SUCCESS INDICATORS

MEMBER EXPERIENCE

- Members are equipped with solutions to current, new, and emerging issues.
- Increased member retention, growth, and engagement.
- Increased quantity, quality and consumption of relevant programs and services being offered.

DIVERSITY, EQUITY, INCLUSION & ACCESSIBILITY

- Our commitment to diversity is seen and felt in everything we do.
- Pursue relationships that demonstrate our commitment to advancing diversity, equity, inclusion, and accessibility.
- Showcase our commitment to belonging that result in growing and retaining membership.
- Nurture an inclusive culture of volunteerism and leadership development.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Elevated content from thought leaders and subject matter experts of today and tomorrow is available through multiple learning modalities.
- Members access pathways for earning CLM certification and other ALA sponsored credentials.

IMPACT

- Trusted authority for content in media, publications, and other forums.
- Members earn and are recognized for rigorous credentials that demonstrate their professional excellence.
- Members drive change in their organizations and communities through their ALA experience.

INNOVATION

- Members are driving transformation initiatives within their organizations.
- Spearhead collaborative experiences that connect members, business partners, and industry experts.