



MISSION: The mission of the Library Foundation of Los Angeles is to support and enrich the capabilities, resources, and services of the Los Angeles Public Library through fundraising, advocacy, and innovative programs that benefit our diverse community and promote greater awareness of the Library's valuable programs and resources.

VISION: We ultimately aim to provide access to a better life for all Angelenos and transform our city – and the world – through the power of libraries.

CORE VALUES

Learning - Learning empowers everyone.

Partnerships - We do our work by building bridges.

Empathy - We care for one another.

Collaboration - Respect and communication build successful teams.

Curiosity - We dare to ask.

Adaptability - We embrace the challenges of change.

High Achievement - We set high bars for performance.

Accountability - Each of us is responsible for outcomes.

FY22-24 LFLA STRATEGIC GOALS

Strategic Priority 1: Secure assets to grow and sustain the Library Foundation and support the Library in creating a variety of initiatives for the Los Angeles community.

- Utilizing quantifiable data and reviewing previous trends, develop and implement a diversified, balanced funding process that enables the Foundation's long-term financial sustainability.
- Continue on the success of our fiscal responsibility by investing and building our financial data system.

Strategic Priority 2: Increase visibility and recognition of the Foundation's role in the success of the Los Angeles Public Library.

- Improve the relationship with LAPL to fulfill LFLA's goals by clarifying the role of LFLA in serving the Library.
- Utilize the LFLA brand across all of our programs and areas to drive our brand and mission with existing and new stakeholders.
- Prioritizing yearly organizational planning to better position the LFLA for brand awareness opportunities.

Strategic Priority 3: Strive to expand diversity within the organization, board, donors, and audience/patrons in alignment with our vision and mission for the benefit of those we serve.

- Elevate inclusivity and emphasize belonging within the entire organization.
- Evaluate areas where we fall short, creating goals on achieving a more diverse group of internal and external stakeholders.
- Build more equitable practices that will increase diversity within LFLA and our groups.
- Consistently review and evaluate trends to inform next steps to achieve this goal.

Strategic Priority 4: Create a culture of greater accountability and trust by focusing on internal effective communication (transparency and clarity), instituting specific performance goals and professional growth opportunities, and emphasizing cross-program collaboration.

- Establish FY programmatic and individual performance SMART goals.
- Develop comprehensive training and professional development programs to increase employee job satisfaction, performance and retention.
- Seek collaborative initiatives that allow for equal buy-in and execution.

Strategic Priority 5: Bring LFLA technology in line with industry standards and trends.

- Identify and prioritize outdated technology internally and externally.
- Update and upgrade technology applications in order to support new business models and operations, as identified by LFLA programmatic areas.
- Ensure the longevity of the online services and programs we offer.