



PRESIDENT'S MESSAGE

MOVING FORWARD

UNVEILING OUR NEW STRATEGIC PLAN

Librarians are problem solvers, thought leaders, trendsetters, and experts in a variety of areas. Our skills and expertise are unmatched in the world of legal information, and we must continue to voice our value and evolve. I am excited to take this journey with you by serving as your new president as we continue to build on these traits and expand our skill sets. To that end, we will be entering into a new strategic plan period. Our new, three-year (2019–2022) strategic plan has three pillars to help guide us:

Talent, including diversifying and growing membership; *Engagement*, allowing us to be the hub for the entire legal information profession; and *Alliances*, focusing on building a strong network of strategic partners and collaborators. We have also updated our Vision Statement to read “[p]osition AALL members as the recognized authority and experts in all aspects of legal information.” The new strategic plan and vision puts the focus back on the strengths of our members, our most important resource. The plan also bridges our 2019 Annual Meeting theme of “Capitalizing On Our Strengths” with our 2020 Annual Meeting theme of “Unmasking Our Potential.” This new stage in our development as an association has a lot of potential, and I am excited to see where our members take us.

This issue of *AALL Spectrum* focuses on the transformation of legal information and its effects on librarians. As technology continues to evolve, so do our titles and areas of expertise. We are no longer simply librarians: we are now also knowledge managers, competitive intelligence experts, and more. Technology has transformed how legal information professionals work and what services we can offer our students, patrons, attorneys, stakeholders, etc.

I love anything that is practical and that I can see a real use for, and this first issue touches on several important tools and skills that can and should become part of your professional arsenal. Beginning with this issue, readers can enjoy a new column, “Practical Competitive Intelligence” by Kevin Miles, which begins by breaking down the basics of conducting effective reference interviews to create competitive intelligence reports for law firms, and will continue to dive into other cutting-edge topics in future issues. David Kamien’s article on cross-selling is also an excellent example of why our members are the hub for legal information needs. This article also provides a great intersection of human interaction, technology, and research.

I hope this issue of *AALL Spectrum* inspires you to find a way to transform something in your library. I am looking forward to serving as President of AALL as we continue to grow our membership, our opportunities, and our alliances.

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