



**Midwest Independent Booksellers Association  
Three-Year Strategic Framework  
Fiscal Year 2017-2019**

**Our Vision** We envision a region full of communities with thriving, vibrant independent bookstores

**Our Mission** We advance the success of independent bookstores, foster partnerships that create a strong bookselling and publishing community, and celebrate the vital literary culture of our region

**Our Core Values**

<p><b>#1. Independent bookstores are essential</b> Independent bookstores are a valuable outlet in the country for celebrating and disseminating literature. Independent bookstores enrich society by providing an inspiring outlet in which communities gather to buy books, learn new ideas, delight in literature, and engage in a dialogue with authors and community members.</p>	<p><b>#2. A diverse community makes us strong</b> Our most important asset is our members. We strive to create an atmosphere in which booksellers across the Midwest actively learn from one another and create an ever-stronger bookselling industry. To this end, we support diversity and inclusivity in everything we do.</p>
<p><b>#3. Our story is important</b> We believe in celebrating independent bookstores and the people who make them successful. Our goal as a trade association is to tell your story. We aim to promote bookstores' accomplishments to the industry and the public at large, spreading the word that independent bookselling is strong and enduring.</p>	<p><b>#4. The trade of bookselling can be taught</b> Creating and maintaining a profitable bookstore is an achievable goal. We aim to provide an innovative forum in which new and seasoned booksellers can obtain the information and skills necessary to operate a successful and sustainable store.</p>
<p><b>#5. A collaborative and fair industry breeds success</b> A healthy literary ecosystem benefits the entire industry. We value and advocate for the best practices that create a fair and collaborative book publishing and bookselling market.</p>	<p><b>#6. Wise management is the best foundation</b> We are committed to achieving our mission while supporting our staff and maintaining fiscal responsibility. We are prudent in managing our resources and aspire to serve as a model for strong governance and exemplary management practices.</p>

**Goal 1: Make independent bookstores one of the foremost places to purchase books, both in-store and online**

The health of independent bookstores is ultimately dependent on sales. Driving traffic to bookstores requires sustained work not just by booksellers, but also by campaigns conducted by regional and national bookselling associations. As a trade association, we have traditionally focused our advocacy efforts on the bookselling and publishing industry. To help direct shoppers to the indies, we will also strategically position MIBA as a regional champion of indie stores directly to consumers and authors.

**Goal 2: Champion the enduring value of independent bookstores and further our booksellers' sphere of influence within the industry at large**

The strength of the independent bookselling market isn't gauged by sales alone. Our booksellers' collective promotional efforts are a tremendous force within the industry, bringing attention to titles in a way that cannot be replicated. We will capitalize on this strength by continually forging innovative sales and marketing programs and lucrative connections between our bookseller and industry members.

**Goal 3: Strengthen our members' knowledge base by strategically enhancing the education and programming opportunities we offer throughout the year**

Offering excellent bookseller education is at the core of our mission. We will work with colleagues throughout our region and the country to incorporate a broader range of educational opportunities and bring them to our members in new ways to best support the health of independent bookstores year-round.

**Goal 4: Create an ecosystem that attracts new booksellers and supports diversity, inclusivity, and longevity in the career of bookselling**

Literature is a transformative force. Offering a wide range of titles from authors of diverse backgrounds and experiences is a value to society. We will encourage a bookseller membership that is diverse and inclusive, and also one that celebrates the career of bookselling as a sustainable, fulfilling career option.

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Supporting and celebrating independent bookselling throughout the Midwest

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