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## The American Library Association's

### Spectrum Scholarship Program & Spectrum Presidential Initiative

#### *About Spectrum*

Established in 1997, the Spectrum Scholarship Program is ALA's national diversity and recruitment effort designed to address the specific issue of under-representation of critically needed ethnic librarians within the profession while serving as a model for ways to bring attention to larger diversity issues in the future. Spectrum's mission is to improve service at the local level through the development of a representative workforce that reflects the communities served by all libraries in the new millennium.

To be eligible for a Spectrum Scholarship:

- Applicant must be a citizen or permanent resident of the U.S. or Canada.
- Applicant must be American Indian/Alaska Native, Asian, Black/African American, Hispanic/Latino or Native Hawaiian/Other Pacific Islander.
- Applicant must attend an ALA-accredited graduate program in library and information studies or an ALA-recognized NCATE School Library Media program.
- Applicant shall have completed no more than a third of the credit requirements toward her/his MLIS or school library media degree at the time of award, June 1st.
- Applicant must be enrolled in an accredited program and begin school no later than September 1st or the Fall Semester immediately following the award.
- Applicants may have full or part time status.

The Spectrum Scholarship is valued at \$6,500 and includes a \$5,000 scholarship (divided into two payments); attendance at the Spectrum Leadership Institute, a three day institute held ahead of the ALA Annual Conference; and membership in the American Library Association.

To date, over 600 scholarships have been awarded to qualified applicants pursuing a Masters in Library and Information Science.

#### *Current Funding for Spectrum*

Upon its establishment in 1997, ALA committed resources for 50 annual scholarships of \$5,000 a year for Spectrum's first four years. The Spectrum program continues to fund scholarships through the initial endowment and the generous contributions of individuals and organizations whose donations support named scholarships in the Spectrum Family of Funds.

As of June 30, 2009, the value of the Spectrum Endowment was \$2.7 million.

To provide an overview of how the Spectrum Scholarships are funded annually, below is the funding breakdown for FY 2009 scholarships:

- 10 Scholarships funded by the ProQuest Scholarship Bash
- 2 Scholarships funded by the Medical Library Association/National Library of Medicine
- 1 Scholarship funded by the Young Adult Library Services Association (YALSA)
- 1 Scholarship funded by the Betty Turock Endowment
- 1 Scholarship funded by the William Gordon Endowment
- 10 Scholarships funded by the Spectrum Endowment
- 25 Scholarships funded by the IMLS *REACH 21* Grant

Two endowments, the William R. Gordon and the Dr. Betty J. Turock, are specifically designated to provide funding for a Spectrum Scholarship per year. The Leo Albert, Louise Giles, and Howard M. and Gladys B. Teeple endowments are included with the Spectrum Endowment to form the Spectrum Family of Funds. Every year, Spectrum Scholarships are named in honor of Leo Albert, Louise Giles, William R. Gordon, Howard M. and Gladys B. Teeple and Dr. Betty J. Turock.

In 2005, the Medical Library Association/National Library of Medicine (MLA/NLM) raised its commitment to provide an additional named annual award and now funds two scholarships a year through 2010. The MLA/NLM Spectrum Scholarships support students of color with an interest in the field of medical or health sciences librarianship.

Ten of the 2009 Spectrum Scholarships have been funded by proceeds from the ALA/ProQuest Scholarship Bash.

The Young Adult Library Services Association (YALSA) has funded one 2009 YALSA Spectrum Scholar pursuing a career in young adult librarianship or secondary school librarianship. In the past, specific scholarships were funded by and named for the Public Library Association (PLA) and the Association of College and Research Libraries (ACRL) for individuals interested in careers in public libraries and academic librarianship, respectively.

Through a three-year *REACH 21* grant, IMLS has funded 25 scholarships a year in 2008, 2009 and 2010. The IMLS is an independent federal grant-making agency dedicated to creating and sustaining a nation of learners by helping libraries and museums serve their communities. ALA will announce its final 25 *REACH 21* scholars in June 2010. ALA will pursue another IMLS grant to support Spectrum Scholars past 2010, but this funding is not guaranteed and cannot be counted on to fund the future of Spectrum.

*Spectrum Overview Demographics (all percentages based on 606 recipients from 1998-2009 who have completed a full scholarship year)*

**Gender**

- 108 Male (18%)
- 498 Female (82%)

**Ethnicity**

- 29 American Indian/Alaskan Native Scholars (5%)

149 Asian Scholars (25%)  
258 Black/African American Scholars (42%)  
158 Hispanic/Latino (26%)  
12 Native Hawaiian/Other Pacific Islander (2%)

\*Note that the racial and ethnic classification standards changed in 2001, specifically Pacific Islander and Asian have been broken out. A percentage of Pacific Islander scholars prior to 2000 may have been classified as Asian.

**Regional**

39 New England (6%)  
106 Middle Atlantic (18%)  
120 South (20%)  
127 Midwest (21%)  
65 Southwest (11%)  
139 West (23%)  
9 Canadian (1%)  
1 Outside US/Canada (0%)

**LIS Program**

Alabama, University of [7 Spectrum Scholars]  
Albany, State University of New York [1 Spectrum Scholar]  
Arizona, University of [16 Spectrum Scholars]  
British Columbia, University of [8 Spectrum Scholars]  
Buffalo, State University of New York [12 Spectrum Scholars]  
California - Los Angeles, University of [31 Spectrum Scholars]  
Catholic University of America [12 Spectrum Scholars]  
Chicago State University [3 Spectrum Scholars]  
Clark Atlanta University [1 Spectrum Scholar]  
Clarion University of Pennsylvania [1 Spectrum Scholars]  
College of St. Catherine [7 Spectrum Scholars]  
Denver, University of [2 Spectrum Scholars]  
Dominican University [19 Spectrum Scholars]  
Drexel University [17 Spectrum Scholars]  
East Carolina University [1 Spectrum Scholar]  
Emporia State University [5 Spectrum Scholars]  
Florida State University [20 Spectrum Scholars]  
Hawaii, University of [9 Spectrum Scholars]  
Illinois Urbana-Champaign, University of [31 Spectrum Scholars]  
Indiana University [8 Spectrum Scholars]  
Indiana University – Purdue University, Indianapolis [1 Spectrum Scholar]  
Iowa, University of [1 Spectrum Scholar]  
Kent State University [9 Spectrum Scholars]

Kentucky, University of [1 Spectrum Scholar]  
Louisiana State University [4 Spectrum Scholars]  
Long Island University [8 Spectrum Scholars]  
Maryland, University of [14 Spectrum Scholars]  
McGill University [1 Spectrum Scholar]  
Michigan, University of [16 Spectrum Scholars]  
Missouri-Columbia, University of [5 Spectrum Scholars]  
North Carolina - Chapel Hill, University of [13 Spectrum Scholars]  
North Carolina - Greensboro, University of [2 Spectrum Scholars]  
North Carolina Central University [10 Spectrum Scholars]  
North Texas, University of [19 Spectrum Scholars]  
Oklahoma, University of [4 Spectrum Scholars]  
Old Dominion University [1 Spectrum Scholar]  
Pittsburgh, University of [30 Spectrum Scholars]  
Pratt Institute [12 Spectrum Scholars]  
Queens College, City University of New York [11 Spectrum Scholars]  
Rhode Island, University of [5 Spectrum Scholars]  
Rutgers, the State University of New Jersey [13 Spectrum Scholars]  
Sam Houston State University [1 Spectrum Scholar]  
San Jose State University [58 Spectrum Scholars]  
Simmons College [26 Spectrum Scholars]  
Southern Connecticut State University [5 Spectrum Scholars]  
Southern Mississippi, University of [5 Spectrum Scholars]  
South Carolina, University of [13 Spectrum Scholars]  
South Florida, University of [22 Spectrum Scholars]  
St. John's University [1 Spectrum Scholars]  
Syracuse University [5 Spectrum Scholars]  
Tennessee, University of [1 Spectrum Scholar]  
Texas - Austin, University of [24 Spectrum Scholars]  
Texas Woman's University [11 Spectrum Scholars]  
Valdosta State [1 Spectrum Scholar]  
Washington, University of [12 Spectrum Scholars]  
Wayne State University [14 Spectrum Scholars]  
Western Ontario, University of [2 Spectrum Scholars]  
Wisconsin - Madison, University of [9 Spectrum Scholars]  
Wisconsin - Milwaukee, University of [5 Spectrum Scholars]

*Spectrum Application Trends*

Over the past several years, the Spectrum Scholarship Program has been able to fund approximately half of all applications. Unfortunately, many qualified applicants go unfunded.

For 2009-2010            128 completed applications, 49 awarded  
 For 2008-2009            146 completed applications, 68 awarded  
 For 2007-2008            167 completed applications, 80 awards

Spectrum Scholars are interested in the many opportunities a career in libraries provides. Collecting data on applicants’ interest in a particular area of librarianship is difficult. Because Spectrum utilizes the general ALA Scholarship Program Application, we do not receive data on the specific area of librarianship an individual applicant wishes to enter, except for what can be derived from an individual applicant’s personal statement or resume of past service in libraries. Therefore, it is very difficult to derive a conversion rate for number of applicants interested in School/Public/Academic libraries who receive scholarships.

After the awarding of a scholarship, Spectrum recipients are asked to complete an information form in which they do indicate the type(s) of libraries they are interested in.

Data for the 2008-2009 and 2009-2010 scholars is indicated below. Please note that individuals were allowed to select more than one type of library.

	2008-2009 Scholars (68)	2009-2010 Scholars (49)
School Library	15	10
Special Library	32	28
Academic Library	54	40
Public Library	34	28
Library Cooperative/Network	8	4
Government Library	21	18
Library-Related Institution	13	14

Beginning with the 2009-2010 Scholars, information on the area of librarianship scholars were interested in was collected. Data for the 2009-2010 Scholars is presented below. Please note that individuals were allowed to select more than one type of position.

Instruction	14
Administration	21
Archives	20

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Automation	1
Cataloging	10
Circulation	9
Collection Development	25
Databases	9
Media Specialist	9
Government Documents	9
Information Consulting	16
Interlibrary Loan	3
Reference	29
Research	24
Tech/Serials	4
Young Adult Services	13
Children's Services	10
Web Management	4
Outreach	18

### *Spectrum Scholars' Involvement in ALA and ALA Divisions*

Currently, 318 Spectrum Scholars are members of the American Library Association. Please note this does not include the free memberships awarded to the 2009-2010 class.

Spectrum scholars are members of ALA divisions. Membership as of December 2009 is:

AASL	39
ACRL	156
ALCTS	50
ALSC	57
ASCLA	27
LITA	55
LLAMA	55

PLA	88
RUSA	81
YALSA	64

While many would like solid data regarding the scholars’ employment in public, academic, or school libraries, we unfortunately cannot provide that. The scholars we are most able to track are those who remain members of ALA and, unfortunately, ALA membership data does not specify type of library. Our best assumptions for the placement of Spectrum Scholars are based on their membership in specific Divisions.

*Divisions’ Support of Spectrum Scholarship Program*

ALA Divisions have been overwhelmingly supportive of the Spectrum Scholarship Program since its creation. In addition to providing financial contributions, all divisions have provided free memberships to scholars during their scholarship year and several divisions have found additional ways to support scholars’ development, including free conference registrations and travel support, mentorship opportunities, and more.

The table below indicates financial contributions from Divisions to the Spectrum Scholarship Program

<b>Division</b>	<b>Gift to Date</b>	<b>History of Giving</b>
American Association of School Librarians (AASL)	\$42,500	\$5,000 gifts in 2001, 2002, 2003, 2004, 2005, 2006, 2007, and 2008; one \$2,500 in 2009
Association for Library Service to Children (ALSC)	\$3,500	One \$2,500 gift in 1999
Association for Library Collections and Technical Services (ALCTS)	\$250	One \$250 gift in 1999
Association of College & Research libraries (ACRL)	\$57,500	One \$25,000 gift in 1999; one \$32,500 gift in 2003 to name six “ACRL Scholars”
Association of Library Trustees, Advocates, Friends & Foundations (ALTAFF)		
Association of Specialized & Cooperative Library Agencies (ASCLA)	\$250	One \$250 gift in 1999
Library & Information	\$1,500	One \$1,500 gift in 1999

Technology Association (LITA)		
Library Leadership, Administration & Management Association (LLAMA)	\$7,000	One \$5,000 gift in 1999; one \$2,000 gift in 2005
Public Library Association (PLA)	\$182,500	One \$50,000 gift in 1999; one \$100,000 gift in 2003; one \$32,500 gift in 2005 to name five "PLA Scholars"
Reference & User Services Association (RUSA)	\$5,000	One \$5,000 gift in 1999
Young Adult Library Services Association (YALSA)	\$14,000	Two \$500 gifts in 2000 and 2003; two \$6,500 gifts in 2008 and 2009 to name "YALSA Scholars" in each year

Selected highlights of Division support for Spectrum include:

- AASL            Since 2007, has provided free registration and travel support for 4 scholars to attend the AASL National Conference and 2 scholars to attend an AASL National Institute
  
- ACRL            Established the Spectrum Scholar Mentoring Taskforce in 2003 to provide mentorships to Spectrum Scholars
  
- LLAMA          With the Council of LLAMA Affiliates offered free registration for LLAMA Regional Institutes
  
- PLA              Since 2000, has provided 10 grants for each of the PLA National Conferences each consisting of a \$1500 travel stipend, complimentary conference registration, and a mentor
  
- RUSA            Developed a RUSA intern program in 1998 which awards a two-year internship each year and provides \$3,000 for a scholar to assist the RUSA vice-president/president with programs and initiatives

*About The Spectrum Presidential Initiative (SPI)*

At the 2009 ALA Annual Conference in Chicago, ALA President Camila Alire, Immediate Past President Jim Rettig, and President-Elect Roberta Stevens announced the Spectrum Presidential Initiative, a one year campaign to raise \$1 million for the Spectrum Scholarship Program. The \$1 million will allow ALA to double the number of Spectrum Scholarships awarded over the next few years, provide two Spectrum Doctoral Fellowships, and build the Spectrum Endowment to ensure this important program's future.

To help guide the Initiative with Camila Alire, Jim Rettig and Roberta Stevens, SPI is being chaired by ALA Past president Betty Turock and an SPI Leadership Taskforce (see pg. 11). Additionally, ALA's efforts are being advised by Falona Joy, formerly of the Alfred Group and a managing partner of Strategic Non-Profit. The Leadership Taskforce has identified and secured several honorary co-chairs to serve as public ambassadors (see pg. 12) and has built an Advisory Committee of external corporate and foundation leaders (see pg. 13) to help guide our fundraising.

*Spectrum Presidential Initiative Financial Breakdown*

The majority of the \$1 million will be allocated for scholarships (direct pass through to qualified applicants to the Spectrum Scholarship program). Our proposed budget would provide for 100 scholarship at \$6,500 (\$650,000), two doctoral scholarships at \$25,000 each (\$50,000), at least 10% to building the endowment for long-term growth (\$100,000 or more), and some money to program expenses (recruitment, etc.).

Initial feedback from foundations and corporate donors is that they are more willing to fund scholarships than to fund an endowment. The SPI taskforce members certainly recognize the importance of the Endowment to the long-term success of Spectrum and are hoping that significantly more can be contributed to the endowment than the minimum 10%.

*SPI Strategy*

To raise the \$1 million, ALA is working with several external partners, organizations interested in libraries, education, and diversity. As part of the case we are presenting to our external partners, however, we are emphasizing the value and support our membership provides to Spectrum. To make this case real, we are hoping to raise nearly half of the \$1 million through the internal library community, including ALA members, member groups (including Divisions), ALA corporate partners, and library staff and supporters.

Arriving at the 1:1 match began after deciding to reach out to the foundation and business community to see if they would be inclined to support our critical need. Looking at universities' scholarship fundraising trends from corporate donors and foundations, it is clear that the case can be made to donors that scholarships are worthy recipients of their dollars. There has been recent interest shown by foundations and corporate donors in funding scholarships for specific professions (e.g., doctors, teachers, engineers, nurses, etc.). While this group doesn't typically give to associations for scholarships, we believe our case is strong enough to present to them and ask for their philanthropic support. Initial discussions with funders indicated that they would not give a gift without a match (at least 1:1) by ALA and its membership. This 1:1 match is consistent with trends in the business world where venture investments increasingly require a 1:1 match and even with IMLS which requires the same. In order to raise \$1 million, ALA needs to demonstrate that the library community supports the Spectrum Scholarship program at the same level we are asking from the external partners.

While these are difficult financial times, we feel that we cannot continue to wait to fund Spectrum. The last significant campaign for Spectrum was five years ago. This campaign will seek broad support from

our membership at any level they can contribute. The Spectrum Presidential Initiative will not just seek large donations, but will provide opportunities for anyone contribute to Spectrum no matter their economic situation.

*SPI External Strategy*

With the Leadership Taskforce and the Advisory Committee, SPI has identified a list of 50 foundations and corporations interested in libraries, education and diversity. SPI is leveraging contacts from the Honorary Co-Chairs, Advisory Committee, and the library community to help establish meetings and conduct preliminary interviews. While this list is currently confidential, it does include some familiar names (Bill and Melinda Gates Foundation, Dollar General Literacy Foundation, Verizon Foundation, etc.) and some new prospects (BOEING, JP Morgan Chase, Silicon Valley Community Trust, etc.).

*SPI Internal Strategy*

The SPI Leadership Taskforce is also busy identifying a strategy to raise \$.5 million from the internal library community. This fundraising will happen through several means, including targeted direct mail appeals, a grassroots “Dinners for Spectrum” plan, and a general appeal to the membership and larger library community.

ALA Divisions, Affiliates, and Roundtables are among the leaders in potential giving and can continue to demonstrate their strong commitment to the Spectrum Scholarship Program. Divisions, Affiliates, and Roundtables will also lead the way in reaching out to members and encouraging them to give as part of an organized campaign under the heading of the Division, Affiliate, or Roundtable.

*Communication*

If you have questions, comments, or feedback on the direction of the Spectrum Presidential Initiative or how you can get involved in the initiative, please contact Miguel A. Figueroa, Director, Office for Diversity at [mfigueroa@ala.org](mailto:mfigueroa@ala.org), or Kim Olsen-Clark, Director, Development Office at [kolsen-clark@ala.org](mailto:kolsen-clark@ala.org).

***Spectrum Presidential Initiative Leadership Taskforce***

Camila Alire, ALA President

Jim Rettig, ALA Immediate Past President

Roberta Steven, ALA President-Elect

Keith Michael Fiels, ALA Executive Director

Betty Turock, Chair, SPI Leadership Taskforce

Jim Neal

Carol Brey-Casiano

Liz Bishoff

Pat Smith

Terri Kirk

Winston Tabb

Luis Hererra

*Spectrum Presidential Initiative Honorary Co-Chairs*

**Confirmed**

**Kareem Abdul-Jabbar**, retired NBA player, author, coach, actor

**Julia Alvarez**, author

**Rudy Anaya**, author

**Tiki Barber**, sports broadcaster and author

**Kevin Clash**, author, voice artist and puppeteer

**Rickey Minor**, music director, composer, music producer

**Walter Mosley**, author

**Charles Ogletree**, Harvard Law Professor

**Paula Poundstone**, social commentator and comedian

**Richard Rodriguez**, author and writer

**Luis Rodriguez**, author

**Sharon Robinson**, author

*Spectrum Presidential Initiative Advisory Committee*

**Confirmed**

**Don Cooke**, McCormick Foundation

**Lynda James-Gilboe**, ProQuest

**Ricardo Millett**, consultant

**Karen Proctor**, Scholastic Inc

**Anne Roosevelt**, Roosevelt Institute

**Art Sussman**, MacArthur Foundation

**Carroll Joynes**, University of Chicago Cultural Policy Institute