

6/22/15

Board Talking Points

Annual 2015

Conference registration

- Pre-Registration for the San Francisco conference is 19,351. This compares with 16,089 for Las Vegas last year.
- Daily totals are announced at each Council meeting, and the final registration numbers are announced on Tuesday, at the end of the conference.

Membership

- ALA membership as of the end of May was 55, 419. This is compared to 56,637 at the same time last year.
- A large part of the decrease over the last year is in student memberships, driven by a 26% decrease in library school enrollment since 2010. While overall student membership has declined, the percentage of MLIS graduate students who are ALA members has increased: In 2007, 47 percent of MLIS students were ALA members; now 52 percent are ALA members.
- During FY15, twelve additional chapters joined the ALA-Chapter joint student membership program, which helps both ALA and participating chapters build student membership. This brings the total Chapters participating to 38.
- On September 1st, 2100 public library trustee boards and friends groups will become new ALA organizational members as part of the ALA/United for Libraries statewide group membership program. Currently participating are the states of Kansas, Nebraska, North Dakota and Texas. United has just announced that the State of Michigan will also be joining the program, which will then bring the total to 2500.

ALA Budget

- At the end of April, overall ALA revenue was higher than originally projected, and expenses lower. Overall, we are expecting to end the year well ahead of budget.
- Within the ALA General Fund, which includes membership, publishing, conferences and the ALA offices, year-to-date revenues are slightly below projections, as are expenses. At this point in the year, expenses are still ahead of revenue pending recognition of revenue from Annual Conference. Overall, the General Fund budget is on track.
- The Fiscal Year 2016 budget reflects a strong focus on the Strategic Directions (see the following item), and a 2 per cent compensation increase for ALA staff.

Strategic Planning

- ALA's new Strategic Framework and Strategic Directions document has been forwarded by the ALA Executive Board to ALA Council for discussion and approval at the Council I meeting on Sunday.
- The new strategic plan is based on nearly two years of conversations and work with members, including:
 - Kitchen Table conversations with members
 - Forums conducted by committees, divisions, round tables, state chapters and affiliates.
 - A series of virtual town hall meetings conducted by the ALA president in the fall
- The plan builds on our existing values and key action areas, with a strong focus on three Strategic Directions:
 - Advocacy
 - Information Policy
 - Professional and Leadership Development.
- The Strategic Directions will serve as areas of emphasis and focus over the next 3-5 years.

Libraries Transform: the ALA public awareness campaign

- As part of the strategic planning process, ALA has developed a new advocacy plan. This plan calls for ALA to "Develop a sustained national advocacy campaign to increase public awareness of the value, impact and services provided by librarians and libraries of all types."
- Incoming ALA President Sari Feldman will launch this campaign on Tuesday, June 30. The campaign is called "Libraries Transform."
- The ultimate goal of the campaign is to increase funding support for libraries and advance information policy issues in alignment with ALA advocacy goals.
- The broad objectives include:
 - Increasing awareness of and support for the transforming library.
 - Shifting perception of the library from "obsolete" or "nice to have" to essential.
 - Engaging and energizing library professionals and building external advocates to influence local, state and national decision-makers.
- The campaign will launch with a series of high-impact posters, video and dedicated website. There will also be a strong social media component to the campaign. National Library Week, the OITP led Policy Revolution!, Library Card Sign-Up month and other events will also reinforce the Libraries Transform message.
- Over the summer and early fall, the campaign will engage ALA members and partners in brainstorming national, state and local implementation strategies. The full-scale public campaign will launch in October.
- We recognize that the success of the campaign will really depend on our members and corporate supporters. ALA does not have the budget to take out ads during the Super Bowl or to conduct an extensive digital media campaign. What we do have is 55,000 creative members who interact with millions of people every day, and library vendor partners who extend that reach.

- At this Annual Conference, we are asking members to begin thinking:
 - How can we get our messages out to the public at the national level?
 - How could local libraries get the messages out to people in their communities, (whether the communities are cities, towns, counties, states, schools, colleges or universities)?
- More information will be forthcoming after Annual...

Equity, Diversity and Inclusion

- The Task Force on Equity, Diversity, and Inclusion, co-chaired by Trevor Dawes and Martin Garnar, has been working hard since it was formed last year.
- The Task Force has been charged to develop a plan and strategic actions to build more equity, diversity, and inclusion among our members, the field of librarianship, and our communities.
- The Task Force has recently conducted its first member survey on the topic, and is planning on conducting more over the coming year. Results of this first survey will be shared in the near future.
- Approximately 150 participated in a conversation at Midwinter. The Task Force also had listening conversation at the REFORMA conference, and more listening sessions are planned at Annual and at the National Conference of African-American Librarians in August. These conversations have provided insights about the association that will help inform final recommendations.
- Join the conversation on Sunday, June 28 from 2:30 - 4:00pm in the Hilton San Francisco Union Square Plaza B.

ALA staffing

- Mark Leon has joined ALA as the new Chief Financial Officer. Mark follows Greg Calloway, who is retiring after 28 years at ALA.

- Interviews have been conducted for the new Director of the Office for Diversity, Literacy and Outreach Services. An announcement is expected soon.
- ALA is now recruiting nationally for two key positions:
 - The first is for the director of the new Public Awareness Office. This person will lead the new Public Awareness Campaign.
 - The second is Director of the ALA Development Office. This person will be assuming the responsibilities of Kim Olsen-Clark, who is leaving ALA after eight years to head Development for the Pritzker Military Library in Chicago.
- We're very interested in any suggestions you may have as to outstanding candidates for both positions.