

LEADERSHIP TALKING POINTS: ALA Annual Conference 2018 – New Orleans

STREAMS OF CHANGE

This is a time of both opportunity and challenge for libraries of all types. ALA's core mission remains critically important: *To provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all.*

To do this important work for libraries and all the diverse publics they serve, it is critical that we continue to innovate, grow, and focus on our mission and on the members who, working with staff, enable us to achieve critical goals. That means the Association must be financially and operationally strong, nourish strong collaborations internally and externally, and be able to focus its resources, including the valuable work of its members and staff, on work that moves us toward shared goals.

To that ends, we have embarked on the difficult but essential work of change, in several parallel and related streams:

1. **Programmatic and infrastructure investment** to build capacity in key areas;
2. An **Organizational Effectiveness and Governance Review**;
3. An external study on ALA's Membership model and communications;
4. Internal reorganization, led by ALA Management; and,
5. A vision for a **national advocacy network**, in close collaboration with ALA Chapters and other state associations.

1. The Investment Budget

The proposed FY2019 budget begins a 3-year investment cycle designed to build capacity in critical infrastructure areas (information technology), in revenue development (ALA Development) and in core mission-forward activity (advocacy). During this period, ALA will utilize its strong financial position to improve operational capacity and businesses to sustain the growth of the Association following this investment cycle and through coming decades. For additional background see:

http://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/ebd14_9_financial_planning.pdf

Additional reports will be posted at:

<http://www.ala.org/aboutala/governance/financialdata/financialrpts/financialrpts>

At their fall meeting, the ALA Executive Board and Management discussed a package of forward steps, including internal reorganization, various revenue growth strategies and strategic use of a portion of ALA's net assets. As part of this process, the Board authorized Management to engage a commercial real estate firm to examine the "highest and best use" of ALA's real estate in Chicago, based on both investment and ongoing operational needs of the Association. Based on responses to an RFP, firm was contracted and a report, including a range of options, has been received and is being carefully reviewed by the Board.

2. Organizational Effectiveness and Governance Review

At the 2018 Midwinter Meeting in Denver, the Board issued a call for ALA Council, Committees, Round Tables, Divisions, and the myriad Communities of Practice to consider what it would take to align ALA's organizational structure, policies and rules with the Association's mission and its 21st century values, key action areas and strategic directions. Those discussion will continue at the 2018 Annual Conference. Discussion during the New Orleans conference will explore some "what ifs," such as: ***What if we were to....***

- *Shift from a structure largely based on standing committees to one largely based on as-needed groups with a core of standing committees?*
- *Shift from a "governance" model to an "engagement" model for many specialty groups?*
- *Create a stronger ALA Chapter/State Association structure to enhance advocacy for libraries?*
- *Reimagine the Board/Council composition, structure and relationship?*
- *....or raise your own "what if" for exploration.*

A representative Steering Committee has been appointed. Members of the Steering Committee are Lessa Kanni'opua Pelayo-Lozada (Palos Verdes Library District), Chair; Rebekkah Smith Aldrich (Mid-Hudson Library System), Emmanuel Faulkner (Baltimore County Public Schools), (Kenny Garcia (California State University Monterey Bay), Mandi Goodsett (Cleveland State College), Terri Grief (McCracken County High School – retired), Alexia Hudson-Ward (Oberlin College), Ben Hunter (University of Idaho), Jack Martin (Providence Public Library), Alanna Aiko Moore (University of California, San Diego), Lucinda Nord (Indiana Library Federation), Andrew Pace (OCLC), Juan Rivera (A. Phillip Randolph Campus High School), Karen Schneider (Sonoma State University), Felton Thomas (Cleveland Public Library), Kerry Ward (ALA/Library Leadership & Management Association), Nora Wiltse (Chicago Public Schools), Steven Yates (University of Alabama) and Shali Zhang (University of Montana).

Members of the Board are currently working with Management to retain a consultant to guide the process moving forward through an approximately 18-month process. (See: http://www.ala.org/aboutala/sites/ala.org/aboutala/files/content/governance/council/council_documents/2018ac_council_documents/cd_35_1_Orgn_Effectivness_Plan_Rev_%20AC18.pdf) We are at the beginning of this important work and the Board urges all members to engage in the discussion as we move forward.

Open small-group discussions are scheduled as follows:

- Saturday, June 23, Morial Convention Center (MCC) 352, 9:00-10:00am
 - Facilitator: Maureen Sullivan
- Saturday, June 23, MCC 352, 10:30-11:30am
 - Facilitator: Maureen Sullivan
- Monday, June 25, MCC 352, 1:00-2:00pm
 - Facilitator: Nancy Kranich
- Monday, June 25, MCC 2:30-3:30pm
 - Facilitator: Nancy Kranich

In addition, discussions are on the agenda for two ALA governance groups:

- ALA Council: Council I, Sunday, 8:30am (discussion at approximately 9:30am), MCC La Nouvelle Orleans Ballroom C. This discussion will be open to all Councilors and others present in the room.
 - Facilitators: Maureen Sullivan, Lessa Kanani’opua Pelayo-Lozada, Patty Wong, Andrew Pace
- ALA Planning & Budget Assembly, Sunday, 1:00-2:30pm, MCC205.
 - Facilitator: Andrew Pace

3. Membership and Communications Study

ALA contracted with Avenue M Group, a market research firm, to conduct a communications and membership study with the goal of improving our services to members. Work on the study began in April with interviews of ALA staff and members. The next phase of the study will be a survey to members, as well as some lapsed members and some prospective members, in July. Final recommendations in the study will be reported to ALA in October.

On membership, questions such as the following were posed:

- *What are the barriers that may prevent individuals from joining ALA?*
- *Are there membership models that might better respond to the needs of current and prospective members?*
- *How might we improve or increase member engagement?*

In the areas of communications, the key objective is to develop an overall high-level strategy for more consistent communications with members. Questions included such things as:

- *How do we refresh and refocus on message framework?*
- *How do we focus individual communications for specifically to avoid “over-communicating” with members (a frequent member complaint)?*
- *How might we more effectively coordinate and collaborate across units – again, to avoid “over-communicating” and confusion.*

4. Internal Reorganization

Some internal reorganization was and remains essential in order to allocate staff resources to critical areas, to support changing workflows and changing member needs, and to take advantage of new approaches and new opportunities in critical mission areas. Internal changes to date are “neutral” in their impact – that is, no particular outcome to the Organizational Effectiveness/Governance Review is assumed, although an overall improvement in simplicity and clarity is assumed.

5. Aligning Advocacy -- Stronger Chapter/State Relationships

Over the next 3-5 years, ALA – working closely with Chapters and other State Associations (e.g., AASL Affiliates, ACRL Chapters) -- will build a national network of key library advocates, a minimum of one in

each Congressional district, supported by ALA core resources in both Chicago and Washington DC, and linked to and collaborating with the state organizations, based on agreements within individual states. During the coming months, ALA will identify year-one pilot locations.

- The national advocacy network will build on – and more effectively utilize – ALA’s most significant strength – a national membership reaching into communities of all sizes and characteristics, including library workers and library friends and trustees, supported by core resources, including governance structures, staff, communications infrastructure, and services.
- The national network will ground advocacy in community -based relationships and knowledge, and also magnify that impact through the network and through national communications.
- It recognizes that while we are bound together by essential values and a fundamental belief in the importance of libraries, libraries themselves are rooted in a local community -- academic, civic, school or corporate.
- Basing a national advocacy structure firmly on a local base is an approach to stability and sustainability in an increasingly unstable world. It strengthens focus on local relationships, provides a solid foundation for national advocacy and strengthens libraries, beginning at the local level and reaching the national level.

6. Policy Corps

The pilot year ALA Policy Corps was launched as part of Jim Neal’s presidential program, in collaboration with AASL, ACRL, PLA, United for Libraries and the ALA Washington Office. Member leaders across the Association contributed time and expertise. The roots of the Policy Corps are in the Policy Revolution! Initiative (<http://www.ala.org/advocacy/pp/pub/revolution>), led by the Washington Office and funded by the Bill & Melinda Gates Foundation, and in the expanding Libraries Transform (<http://www.ala.org/advocacy/libraries-transform-campaign>). It focuses on sustained public advocacy.

Members of the initial Policy Corps cohort are Hannah Buckland (Leech Lake Tribal College), Todd Carpenter (National Information Standards Organization), Nicolle Davies (Charles County Public Library), Samantha Hines (Peninsula College), Qiana Johnson (Northwestern University Libraries), Candice Mack (Los Angeles Public Library), Hallie Rich (Cuyahoga County Public Library), Deborah Rinio (Alaska Association of School Librarians), and Lisa Varga (Virginia Library Association). Larry Neal (Clinton-Macomb Public Library) was also appointed the 2018 Policy Corps Fellow. For additional information see: <http://www.ala.org/advocacy/ala-policy-corps>

Discussions are currently underway about the FY2019 program and ongoing sustainability.

7. European Union General Data Protection Regulations (GDPR)

GDPR went into effect on May 25, 2018. It regulates the “processing” of “personal data” of EU residents. It is considered “human rights” legislation and follows EU resident around the world – even if resident in the U.S. if the E.U. remains the primary place of residence. It impacts the use of the services and products of organizations outside the E.U., including ALA, by E.U. residents. Like other organizations, ALA has worked with legal counsel to implement the necessary policies.

- Based on legal counsel’s advice we have updated ALA’s [Privacy Policy](#) on the website and have created a [Personal Data Notification](#) statement that is being added to forms.
- The ALA is also compiling a list of vendors to provide an authoritative list to post online as part of our updated Privacy Policy.
- A Data Processing Agreement will be amended to current contracts and added to all future contracts where personal data is gathered, processed or provided.
- A staff steering committee is being formed that will be working on additional compliance recommendations and policies.

For additional information see: <https://itts.ala.org/news/2018/06/18/eu-gdpr-frequently-asked-questions/>

8. ALA ITTS

The FY2019 Investment Budget includes a substantial investment in enhanced technology services to ALA. The [2018 ALA Technology Investment Plan](#) contains both background on ALA’s “technology debt” and a proposed pathway forward to the implementation of a stable, flexible platform that will support ALA’s membership and programs into the future. The plan calls for a multi-year, phased approach. In addition to the baseline systems addressed in the plan, the increased capacity allows ALA ITTS, working with program units, to realistically explore the implementation of targeted products to address specific volunteer and staff productivity needs.

The full ITTS report to the ALA Information Technology Advisory Committee is available at <https://itts.ala.org/news/2018/06/04/itts-update-report-to-the-information-technology-advisory-committee-itac-for-annual-2018/>.

ALA’s contract with an IT Quality Assurance Specialist has been extended, with a focus on creating test plans, writing and executing both manual and automated tests, and clearly document defects that need to be addressed. This work will help ensure that both new software and fixes to existing software meet requirements.

ALA is currently in the process of contracting with a consulting firm, with a practice focused on association IT, for an external review. This is designed to look at the forward plan for IT in the broader industry context, identify opportunities and constraints and alignment with ALA’s strategic and business directions.

9. ALA Midwinter

The ALA Conference Committee will resume their discussion of the ALA Midwinter Meeting when they meet on Saturday, June 23, 10:30am-12:30pm, MCC 296. The Committee will weigh options including (a) changes to the Midwinter Meeting, (b) elimination of the Midwinter Meeting, and (c) elimination of the Midwinter Meeting and replacement with a new ALA event.

10. Executive Director Search

At their Fall 2018 meeting, the ALA Executive Board will discuss the search committee, the search firm and the job description for the executive director search. The search is expected to open immediately following the 2019 Midwinter Meeting in Seattle, with the intent to have final candidates meet with the Executive Board at its Fall 2019 meeting in Chicago. Mary Ghikas will continue as Executive Director through Midwinter 2020 and will work with the ALA Executive Board to introduce the newly-hired Executive Director at the 2020 Midwinter Meeting.

11. 2018 ALA Annual Conference – Pre-Registration

As of June 15 – one week from the opening of the 2018 ALA Annual Conference, pre-registration is 15,328, compared to 19,498 in Chicago (2017) and 14,254 in Orlando (2016).

The 15,328 pre-registrants included 8,338 regular, one-day or exhibits plus registrants – compared to 9,470 in Chicago and 7,426 in Orlando. Exhibitor registration is 4,476, compared to 5,610 in Chicago and 4,141 in Orlando. Exhibits-only registration is 1,680 compared to 3,492 in Chicago and 1,622 in Orlando. Staff and complimentary registration is 834, compared to 926 in Chicago and 1,065 in Orlando.

The next registration update will be provided on-site.

12. ALA Membership – May 2018 – May 2017

	May 2018	May 2017
Total	57,221	56,445
<i>Including:</i>		
<i>Personal</i>	53,514	50,907
<i>Organizational</i>	5,210	5,523
<i>Corporate</i>	154	173

	May 2018	May 2017
Division Memberships		
American Association of School Librarians (AASL)	7,071	6,289
Association of College & Research Libraries (ACRL)	10,337	10,766
Association for Library Collections & Technical Services (ALCTS)	3,251	3,396
Association for Library Services to Children (ALSC)	4,343	4,196

<i>Association for Specialized & Cooperative</i>		
Library Agencies (ASCLA)	761	788
Library & Information Technology Association (LITA)	2,409	2,497
<i>Library Leadership & Management Association</i>		
(LLAMA)	3,654	3,679
Public Library Association (PLA)	9,572	7,828
Reference & User Services Association (RUSA)	3,017	3,208
United for Libraries (United)	4,093	4,442
Young Adult Library Services Association (YALSA)	4,732	4,817

Round Table Memberships

Ethnic & Multicultural Information Exchange		
Round Table (EMIERT)	929	762
Exhibits Round Table (ERT)	428	493
Federal & Armed Forces Libraries Round Table (FAFLRT)	452	358
Games and Gaming Round Table (GameRT)	769	622
Gay, Lesbian, Bisexual, Transgender Round Table		
(GLBTRT)	1,400	1,280
Government Documents Round Table (GODORT)	554	612
Intellectual Freedom Round Table (IFRT)	1,260	1,222
International Relations Round Table (IRRT)	1,702	1,623
Learning Round Table (LearnRT)	378	324
Library History Round Table (LHRT)	412	383
Library Instruction Round Table (LIRT)	1,775	1,616
Library Research Round Table (LRRT)	1,353	1,229
Library Support Staff Interests Round Table (LSSIRT)	428	401
Map and Geospatial Information Round Table (MAGIRT)	280	299
New Members Round Table (NMRT)	1,481	1,226
Retired Members Round Table (RMRT)	291	248
Social Responsibilities Round Table (SRRT)	1,775	1,370
Staff Organizations Round Table (S[T]ORT)	161	156
Sustainability Round Table (SustainRT)	799	330
Video Round Table (VRT)	582	448

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