

ACRL & ALA



Board of Directors

NOVEMBER 1, 2021
10:00 AM – 12:00 PM

Outcome

Enhanced understanding of:

- ACRL's relationship to ALA

ACRL and ALA

- ALA is one legal entity of which ACRL is a part
- ALA was established in 1876 and incorporated in 1879 in the state of Massachusetts
- ALA is a 501(c)3
 - charitable, educational nonprofit organization for the public benefit
 - not a “professional association” in eyes of IRS
 - limits in terms of lobbying and political activity (may not work on behalf of a particular candidate)

ACRL and ALA

- Nonprofit status means no shareholders, no dividends, can't trade ownership. It is OK to reinvest net revenues for the mission.
- Incorporation protects individuals from being liable for corporations' actions. But if it is a personal wrongdoing, then incorporation doesn't protect individual
- Tax exempt from some taxes—on revenue from dues, conferences, sales of books, etc.
- Pay taxes on advertising revenue—UBIT

Creation of ALA Divisions

 **1889—College librarians formed a special section**

 **1890—Trustees formed section**

 **1900—Catalogers formed section**

 **1897—College Library Section becomes College and Reference Library Section**

 **1923—ALA bylaws regularized existence of sections with a management board of 3 officers to conduct business between conferences; membership dues of \$.50**

Creation of ALA Divisions



1936—ALA reorganization



1938 – Association of College and Research Libraries formed



1940 – ALA Council recognized ACRL as the first division on May 31.



1956 – Reference librarians left to start own unit and ACRL became the Association of College & Research Libraries

Creation of ALA Divisions



2018-21—ALA Steering Committee on Organizational Effectiveness (SCOE)



2019-20— LITA, LLAMA, ALCTS merged to form Core



TBD—ALA Members vote on proposed reorganization

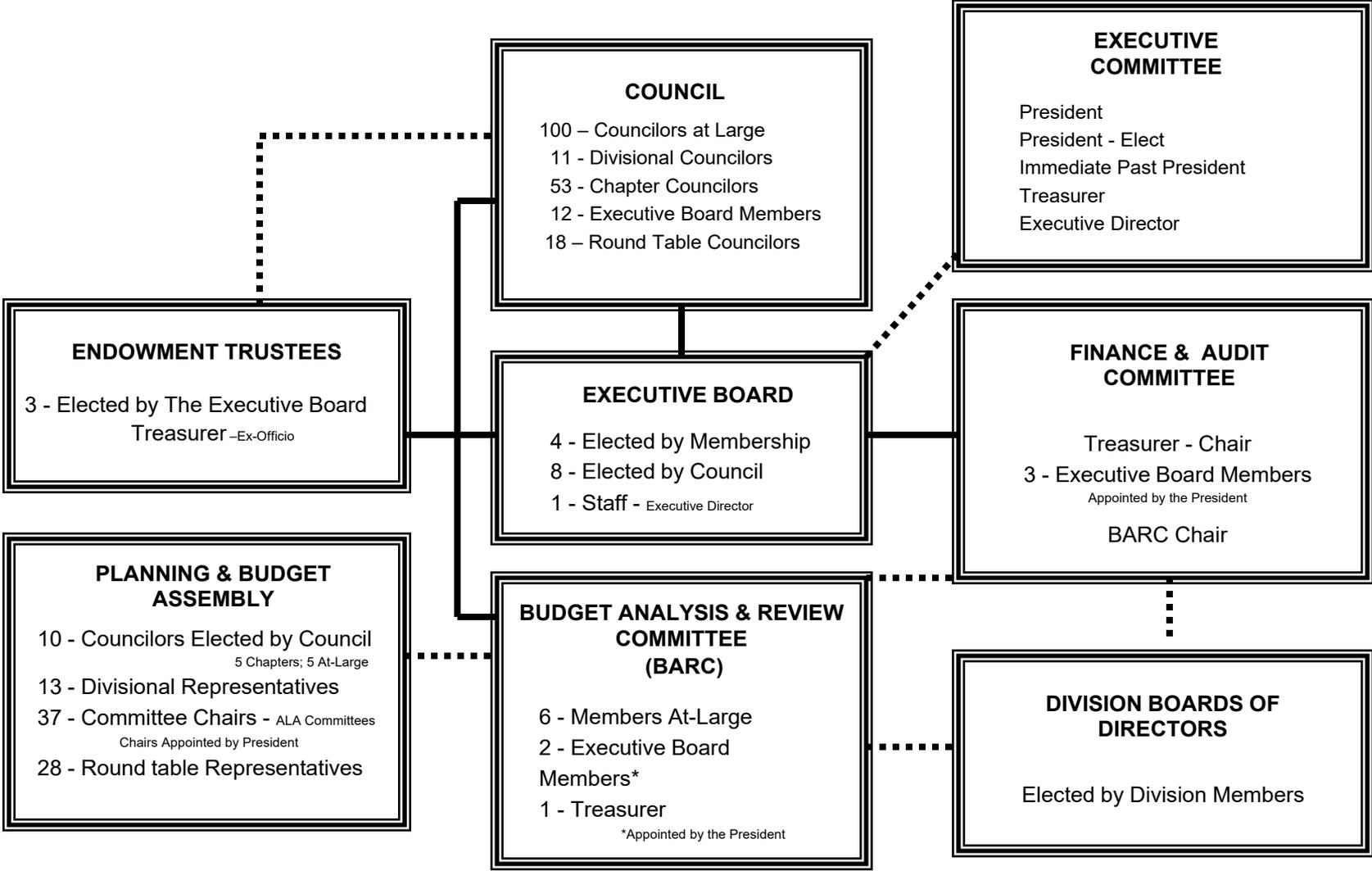


2022-??

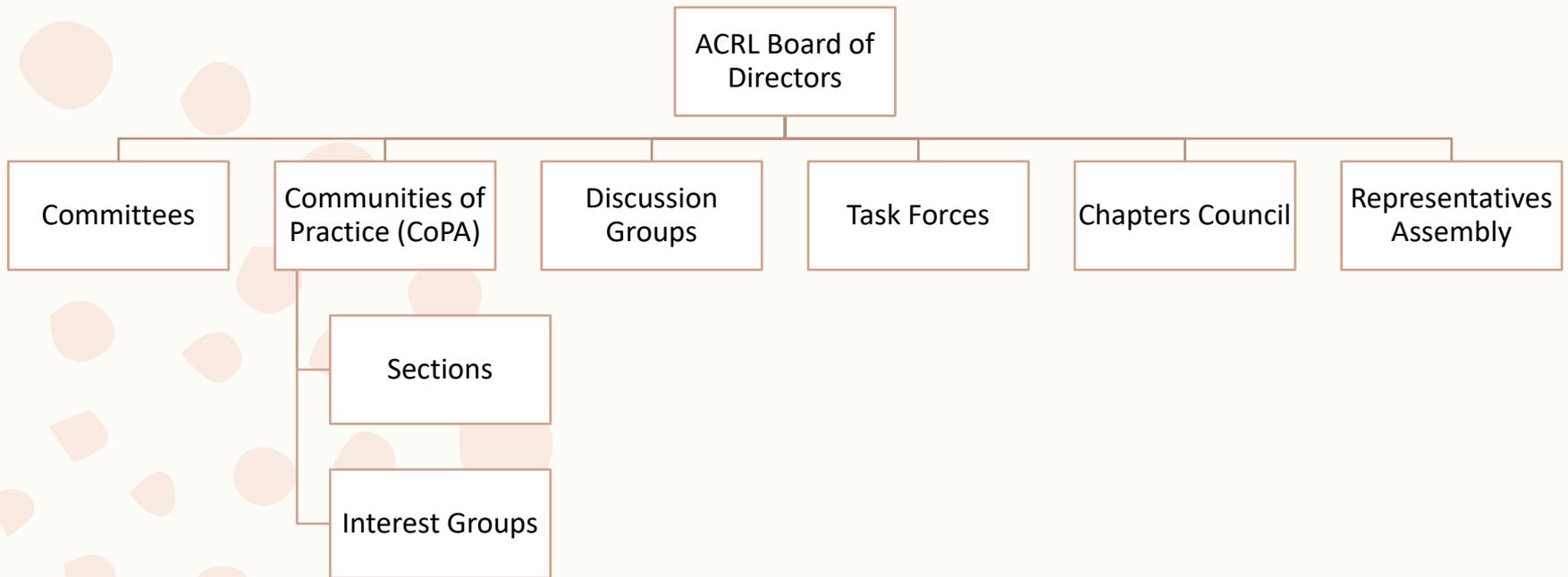
Division Authority (Current)

- ALA divisions are specifically given the “authority to act for the ALA as a whole on any matter determined by Council to be the responsibility of the division.” (ALA Bylaws, Article VI)
- Only members of ALA may belong to ACRL
- Organizational Structure
 - ALA Council is governing body of the Association
 - Council may delegate responsibilities to the divisions and determines all policies of the Association
 - ALA Executive Board includes the officers (president, president-elect, treasurer), immediate past president, and eight members elected by Council from among its members

ALA Decision-Making Process

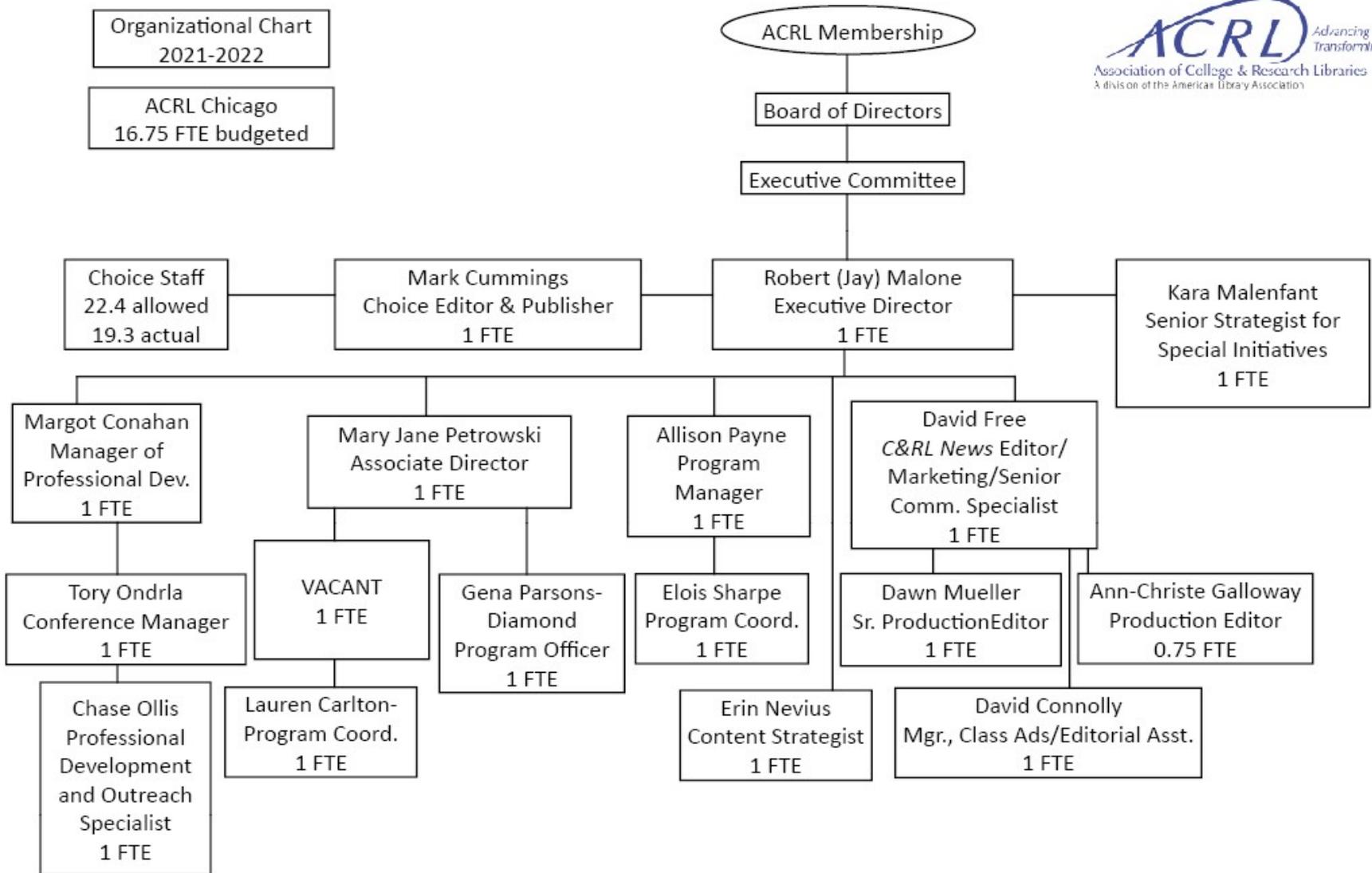


ACRL Directory of Leadership



Organizational Chart
2021-2022

ACRL Chicago
16.75 FTE budgeted



Who speaks for ACRL?

15.15 Guidelines for External Communication

- Role of President, Board, and Executive Director
- Established policies vs. new issues
- Factors to consider:
 - Urgency of need to communicate
 - Significance of issue
 - Scope and impact of issue on ACRL and its members
 - Need for consistent relationship
 - Established policy on the issue



ALA Total Membership



Average over 10 years = 56,730 members and an -11.5% change since 2010.
Source: ALA Membership Stats Reports.

Membership Trends

| ALA | Membership | % Change |
|------|------------|----------|
| 2020 | 54,169 | -3.35% |
| 2019 | 56,049 | -3.14% |
| 2018 | 57,866 | 2.81% |
| 2017 | 56,286 | -1.21% |
| 2016 | 56,976 | 5.19% |
| 2015 | 54,166 | -2.08% |
| 2014 | 55,316 | -2.54% |

| ACRL | Membership | % Change |
|------|------------|----------|
| 2021 | 8,662 | -6.11% |
| 2020 | 9,128 | -10.13% |
| 2019 | 10,157 | -1.00% |
| 2018 | 10,260 | -2.24% |
| 2017 | 10,495 | -0.91% |
| 2016 | 10,592 | -5.27% |
| 2015 | 11,181 | 1.55% |
| 2014 | 11,010 | -7.82% |

Since 2004, ALA membership dropped by 12.5% and ACRL membership by 16.6%. ALA's increase in 2016 is due to a new category for Trustee Groups. ACRL members make up 21.3% of ALA membership; division membership makes up about 59.7% of ALA membership. Note: 2021 = membership through July 2021.

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Operating Agreement

Lays out
relationship
between ALA
& its
divisions

- ❑ terms under which services will be provided free of charge or at a cost
- ❑ which services divisions must use
- ❑ how divisions will support ALA mission financially
- ❑ define roles and responsibilities in policy implementation

<http://www.ala.org/aboutala/governance/policymanual/updatedpolicymanual/section1/operatingagreement>



ALA Support for divisions

- Human Resources
 - Membership Services
 - Telephone service
 - Purchasing
 - Fiscal Services
 - Legal Counsel
 - Office space
 - Archives
- *Offices, e.g., Washington Office, ODLOS, etc.*
- 



ACRL
support for
ALA

- Development of programs and services for academic and research library communities
 - Research in the field of academic and research libraries (VAL, Scholarly Comm., Trends & Stats, etc.)
 - Financial support for ALA Spectrum scholars, Emerging Leaders, Public Policy Corps
 - Collaborations and investment with ALA American Libraries to develop and manage JobLIST
 - Membership in the Library Copyright Alliance
 - Programs at ALA LLX and Annual Conferences
 - Leadership/governance opportunities for ACRL members
 - Overhead payments to contribute to ALA mission
- 



**Divisions
pay for**

Division personnel compensation

*Projects and activities of the Divisions except as specified
in this agreement*

*Membership group support (governance - boards,
committees, etc.)*

*Furnishings and equipment purchased by Divisions and
over which they have sole control and use.*

*ACRL pays ALA direct costs of things such as “data
processing,” equipment maintenance, printing, long
distance phone calls, supplies other than “basic”*



Other Implications of the Operating Agreement

Conferences

- ALA provides space for meetings/programs and pays for equipment at ALA Midwinter Meetings and Annual Conferences—if ordered by the deadline date.
- ALA pays for ACRL staff travel to ALA Annual Conference
- ACRL provides programming for ALA conferences
- ACRL must seek permission of ALA Executive Board to hold the ACRL Conference at least two years prior to the event
- ACRL must notify state and regional ALA chapters about intent to hold an ACRL conference and seek their cooperation four months prior to the proposal going before the ALA Board

Publishing

- Right of first refusal before going to outside publisher; ACRL exercises that same right with its units

ALA Operating Agreement Working Group

Charge:

The ALA Executive Board is appointing a workgroup to evaluate, assess, and make recommendations to the ALA Operating Agreement that defines the relationship between ALA and Divisions. Specifically, the WG will examine how the existing Operating Agreement is fulfilling the mission and values of the association as well as the financial structure that supports the joint and individual goals of the Association and Divisions. In addition, the WG will examine the relationship between ALA and the Roundtables and will provide recommendations that guide that relationship as well. The Operating Agreement values unity, diversity, authority, autonomy, and collaboration. These values will guide the WG in its assessment and communication.

Practical Implications

- **ALA Divisions build and maintain fund balances appropriate to their needs. A fund balance is defined as accumulated net revenue.**
- **Divisions will not receive interest on fund balances or deferred revenue.**
- **Divisions may establish an endowment once the division has met its minimum fund balance (sum of 25% of average operating expense, based on four most recently completed years)**

| | |
|------|-------|
| FY05 | 18.8% |
| FY06 | 21.9% |
| FY07 | 21.5% |
| FY08 | 22.6% |
| FY09 | 23.9% |
| FY10 | 23.9% |
| FY11 | 26.1% |
| FY12 | 25.5% |
| FY13 | 25.5% |
| FY14 | 24.2% |
| FY15 | 25.4% |
| FY16 | 25.9% |
| FY17 | 26.4% |
| FY18 | 26.4% |
| FY19 | 26.5% |
| FY20 | 26.5% |
| FY21 | 26.5% |
| FY22 | 26.5% |
| FY23 | 26.5% |

Practical Implications of the Operating Agreement

- ALA charges an indirect cost/overhead rate on non-dues revenue
- Overhead is assessed at 100% on conferences and 50% on publications
- Web courses have been deemed publications and are charged 50% of the overhead rate
- Overhead rates will now be set in the fall and applied for two years to improve planning

Divisions can save \$ year to year

ALA Divisions build and maintain fund balances appropriate to their needs.

A fund balance is defined as accumulated net revenue. (net asset balance)

Divisions will not receive interest on fund balances or deferred revenue.

Divisions may establish an endowment once the division has met its minimum fund balance (sum of 25% of average operating expense, based on four most recently completed years)

Overhead Comparison

Overhead Paid

| | 2021* | 2020** | 2019 | 2018** |
|-----------------|--------------|---------------|--------------|---------------|
| Publishing | \$ 2,262,667 | \$ 2,515,471 | \$ 2,868,184 | \$ 3,208,395 |
| Conferences | \$ 213,766 | \$ 571,854 | \$ 2,503,052 | \$ 2,344,365 |
| Divisions | \$ 1,100,197 | \$ 2,255,854 | \$ 1,563,354 | \$ 2,153,166 |
| Round Tables | \$ 17,715 | \$ 19,199 | \$ 19,371 | \$ 18,853 |
| Grants & Awards | \$ 260,234 | \$ 348,967 | \$ 580,747 | \$ 576,558 |
| Total | \$ 4,277,641 | \$ 5,711,345 | \$ 7,534,708 | \$8,301,337 |

* Preliminary 1st close information. **Two major Division conferences (odd years: ACRL; even years: PLA, AASL)

Overhead Comparison

Overhead Paid

| | 2017 | 2016** | 2015 | 2014** |
|--------------------|-----------------|---------------|-----------------|---------------|
| Publishing | \$ 2,909,300 | \$3,031,812 | \$ 3,211,500 | \$3,199,081 |
| Conferences | \$ 2,482,732 | \$2,162,644 | \$ 2,363,698 | \$2,005,880 |
| Divisions | \$ 1,601,847 | \$2,034,562 | \$ 1,652,971 | \$1,915,659 |
| Round Tables | \$ 16,832 | \$ 16,348 | \$ 16,365 | \$ 16,362 |
| Grants & Awards | \$ 462,290 | \$ 601,115 | \$ 413,229 | \$ 350,301 |
| Total | \$7,473,001 | \$7,846,481 | \$ 7,657,763 | \$7,487,283 |

**Two Division conferences

Division Overhead Comparison

Overhead Paid*

| | | | | Endow (+)/NAB | Overhead Paid | Overhead Paid |
|--------|---------------------|----------------------|---------------------|---------------------|---------------------|---------------------|
| | Revenues | Expenses | Net(Expense) | Transfer** | 2020 | 2019 |
| PLA | \$ 5,036,102 | \$ 3,864,506 | \$ 1,171,597 | \$ - | \$ 1,068,672 | \$ 21,052 |
| ACRL | \$ 1,639,619 | \$ 2,370,052 | \$ (730,434) | \$ (157,096) | \$ 119,797 | \$ 811,598 |
| Choice | \$ 2,435,934 | \$ 2,420,453 | \$ 15,481 | \$ (43,987) | \$ 322,761 | \$ 334,014 |
| AASL | \$ 1,748,028 | \$ 1,740,345 | \$ 7,683 | \$ (17,683) | \$ 342,457 | \$ (16,064) |
| ASCLA | \$ 81,169 | \$ 68,950 | \$ 12,219 | \$ - | \$ 4,830 | \$ 6,063 |
| ALCTS | \$ 478,913 | \$ 492,490 | \$ (13,578) | \$ - | \$ 36,743 | \$ 38,966 |
| LLAMA | \$ 220,254 | \$ 241,583 | \$ (21,329) | \$ - | \$ 6,894 | \$ 10,622 |
| RUSA | \$ 321,359 | \$ 383,951 | \$ (62,592) | \$ (30,968) | \$ 15,552 | \$ 10,589 |
| UFL | \$ 105,882 | \$ 349,522 | \$ (243,640) | \$ - | \$ 7,632 | \$ 12,899 |
| LITA | \$ 159,182 | \$ 263,865 | \$ (104,683) | \$ - | \$ 3,480 | \$ 27,459 |
| ALSC | \$ 2,233,212 | \$ 1,433,266 | \$ 799,947 | \$ (3,000) | \$ 273,392 | \$ 246,058 |
| YALSA | <u>\$ 544,498</u> | <u>\$ 677,071</u> | <u>\$ (132,574)</u> | \$ - | <u>\$ 53,643</u> | \$ 60,108 |
| Total | <u>\$15,004,152</u> | <u>\$ 14,306,054</u> | <u>\$ 698,097</u> | <u>\$ (252,734)</u> | <u>\$ 2,255,853</u> | <u>\$ 1,563,364</u> |

*Final results 8/31/20 **Represents transfers from endowments to operating accounts which further reduces expenses.



**And now for
your
questions...**