

ALCTS/LITA/LLAMA New Division Key Messages/Talking Points

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Benefits to Members

- **Collaboration:** The new division will promote opportunities for collaboration outside the traditional niche or domain expertise of individual members.
- **Strong CE:** Members will see new opportunities for strong online collaboration and participation in professional development and continuing education.
- **Career Development:** The new division will provide opportunities for increased support over the course of a member's career, from student to front-line practitioner to leader.
- **More Value:** For members who already belong to more than one of the three divisions, this will potentially reduce their membership dues. For those who have thought about adding another division but haven't due to cost, they will have access to all three divisions for a minimal added cost.
- **Less Complexity:** Taking a page from recent division reorganization efforts, the new division will break away from structural complexity that can make it difficult for new members to find an entry point.
- **Flexibility:** A more nimble, flexible structure with more diverse opportunities for participation will foster a broader and richer variety of voices, skills sets, and expertise, and will allow for continuing innovation and evolution.
- **Efficiency:** Creating a new division will decrease executive overhead, and allow division staff to use their time more strategically, specializing in their areas of passion and expertise, and focusing on direct member value and engagement, rather than bureaucracy.

- **Clout:** As a larger division, it will be easier for us to get the attention of other ALA units whose work might be appealing to our members, such as the Center for the Future of Libraries or ALA's Information Technology and Telecommunications Services Office.
- **Influence:** The new division will be able to take a leadership role within ALA for improving overall organizational effectiveness – to show our colleagues what can be done.

Member Input Opportunities

- The Steering Committee knows that the success of this project is dependent on meaningful member feedback. There will be ample opportunities to communicate ideas, aspirations, questions and concerns through channels such as:
 - [ALCTS/LITA/LLAMA Connect Page](#)
 - [Google Feedback Form](#)
 - 2019 ALA Midwinter Joint town hall(s) with virtual participation
 - 2019 Spring Member Vote

What Do ALCTS Members Gain?

- Many ALCTS members are also members of LITA and LLAMA, and bringing these three groups together will bring potential savings with a combined membership dues – more value from your membership.
- Expanded professional development and continuing education opportunities, including offerings virtually (ALCTS Virtual Symposium) and in person (LITA Forum).
- Additional opportunities for publishing articles, books, guides, etc.
- LLAMA provides robust support for leadership and management career development within and across roles, and that support would be instantly available to ALCTS members.
- Additional opportunities for committee or interest/discussion group involvement, potentially reducing redundancy and siloing.
- Collaboration for members with similar interests.

What Do LITA Members Gain?

- Many LITA members are also members of ALCTS and LLAMA, and bringing these three groups together will save people money since they'd only have to join one group instead of two or three.
- There is a lot of overlap between ALCTS and LITA, particularly when it comes to ILSs, and a new division will create new opportunities for collaboration at conferences, via interest groups, and so on.
- LLAMA provides robust support for leadership and management career development within and across roles, and that support will be instantly available to LITA members.
- Expanded professional development and continuing education opportunities.
- Expanded mentoring opportunities.

What Do LLAMA Members Gain?

- Many people are members of LITA and/or ALCTS as well as LLAMA, and joining the groups will lower costs and allow people to be active in all aspects of the combined groups.
- Mentoring opportunities will expand, both for potential mentors and mentees.
- Professional development and programming will increase and will allow for cross training and elimination of redundant topics.
- Librarians will be able to share knowledge with each other. Access to the technical expertise of ALCTS and LITA members will help LLAMA members be better supervisors, managers and leaders of staff in these areas.
- A synergy will form between members who have similar interests, and there is a possibility of forming new groups or cohorts.
- There will be opportunities to take what works very well for one group and apply it to the whole. For example, the LLAMA Mentoring Program and the LLAMA New Professionals Community are models of best practices that can be explored and expanded to the other groups.

How Did We Get Here?

- Since the Fall of 2017, a Steering Committee comprised of the ALCTS, LITA, and LLAMA Presidents, Presidents-elect, and executive directors, has been meeting regularly to discuss challenges and opportunities for the ALA mid-sized, functional divisions.
- The Steering Committee reviewed similarities in mission and services to members, and differences in structure and culture.
- After reviewing a range of models, from increased but informal collaboration, to aligning member services without merging, to shared staffing, the committee concluded that the concept most in need of further exploration was also the most radical: winding down operations of the three divisions while developing plans for a new division that provides comprehensive career support in the key areas of Standards and Assessment, Operations and Buildings, Collections, Technology, and Leadership.

Sustainability and Strengthened Fiscal Position

- Based on analysis from the Financial Working Group, 72% of division members will see little or no change in the dues they pay now, even at a higher price point. A revised dues structure might be appealing to current members who see either saving some money or having access to a larger organization and its combined resources.
- A new division will see savings on conference expenses. With only one Board to meet, and streamlined committee meetings and programs, staff resources and budget dollars will be consolidated.

- Continuing education is already a strong revenue stream, and the expansion of CE offerings will be a mainstay of the new division, with new opportunities to provide integrated CE across the varied interests of the members.
- The annual LITA Forum format and the new ALCTS Exchange format offer opportunities for a new division to expand each event's programming and reach. With more integrated programming incorporating what would be the strength of a larger division, both events could be more robust in regard to attendance. The core program content that makes each event unique should be substantially maintained. Again as with publications and CE, crossover programming could drive that attendance growth.
- In addition to existing relationships, a new division brings increased opportunities for broadening the sponsorship base, with regard to both individual donors and programmatic support.
- The Awards programs of the three Divisions are an integral part of the value offered to members. A combined Awards program of a new division will be quite encompassing since there is no overlap in regard to the purpose of each Division's awards, and will reduce staff planning resources.
- Expanding the existing LITA Job Site to include the other areas of the new division could continue to maximize its effectiveness and revenue generation.

Transition Process (As of 6/2018; subject to change)

- Annual 2018: All three Boards agree to continue moving forward
- Late Summer Through October 12, 2018: Develop project plan, including key strategies, draft structural documents, communication plan, etc.
- October 15-26, 2018: Formal review by division leadership, with a possible joint online division Board meeting; Project update for ALA Fall BARC/Executive Board meetings
- October 29-December 14, 2018: Refine project plan, including description of deliverables, stakeholder analysis; Conduct extensive member communication, including online town halls and other two-way communication
- January 7-18, 2019: Project refinement and approval by division leadership for Midwinter presentation
- 2019 Midwinter Meeting: All three Boards adopt the agreed upon resolution, placing the question of the new division on the spring ballot
- February 2019- Spring Election: Intense member communication
- Spring 2019 Election: Member ballot questions as approved by the Boards
- Election Results: Key milestone: based on member vote of all three divisions, project terminates or proceeds
- Pre-Annual 2019 (assuming project proceeds): Transition planning continues
- Post-Annual 2019 (assuming project proceeds): Continued intense member communication, marketing of new division; Transitioning planning continues; Team building
- September 1, 2019: Key milestone: New division launch
- September 1, 2020: Key milestone: First year of wholly aligned member groups, products, processes, budget, marketing, etc.

Things We Don't Know Yet

- There are a lot of questions we haven't answered yet and that we may not have finalized by the time members need to decide on the new division. These include:
 - What is the new division structure and how are our new bylaws different?
 - What are my opportunities for elected or appointed leadership?
 - What do we do with publications? Combine? Keep separate? Something in between?
 - How will conference programming slots be allocated?
 - What does continuing education look like?
 - How can I find a home in the new division?
- The “neutral zone” – the period of time after something has ended but before the transition to the new thing has been completed – is a fundamental part of major change. Our individual comfort levels are going to vary widely about the fact that the decision will be made without all of the details being known.
- Division leadership is committed to open communication, transparency, and gathering broad feedback as we make these “neutral zone” decisions.

Aspirations and Possibilities

- In becoming more nimble, responsive, efficient, and effective, we will be a model for other divisions and ALA at large as they consider their own change initiatives.
- We will bring the strengths of our three existing divisions together, but we'll also build bridges among our members, fill in gaps in providing comprehensive career support, and be able to take advantage of new opportunities.
- Our dynamic and evolving approaches to member engagement will build excitement and our division will grow as a result.