

## LEADERSHIP TALKING POINTS: 2020 ALA MIDWINTER MEETING – PHILADELPHIA

At the beginning of 2020 ALA members and staff are preparing for significant and exciting change.

- ❖ On February 24, 2020 – a short month from now – a new executive director will assume leadership at ALA. **Tracie D. Hall** will be the first African-American woman in that role – and was a part of ALA’s first class of Spectrum scholars. Read the [press release](#) and the [American Libraries](#) article published on January 15. She was the second director of the ALA Office for Diversity (now merged with the Office of Literacy to form ODLOS) and brings with her both knowledge of ALA and a strong commitment to its values. Many of you know her already – and many will have an opportunity to meet her at this Midwinter Meeting.
- ❖ In November 2019, ALA completed the sale of the current headquarters buildings and in April 2020, ALA will leave the buildings at 40 and 50 E. Huron Street – its home for 57 years. The new location will be leased space at **225 N. Michigan** – which received LEED Platinum certification in the Existing Building Operations and Maintenance category. Watch for opportunities to visit during the 2020 ALA Annual Conference in Chicago. While ALA’s new headquarters offers a modern space and will enable ALA to provide enhanced support in our digital environment, ALA’s historic headquarters will continue to play a vital role in the Association’s life through the ALA Endowment, which now holds the bulk of the proceeds from the sale, generating additional earnings for the Association’s operations.
- ❖ For the first time, the **I Love My Librarian Awards** will be presented at the ALA Midwinter Meeting. Begun in 2008, the award honors librarians whose outstanding service has transformed lives. Join ALA President Wanda Brown and Immediate Past President Loida Garcia-Febo as they honor 10 winners of this prestigious award, nominated by their colleagues and communities for going above and beyond traditional library services. Join us Jan. 25, 2020, at 3 p.m. in Pennsylvania Convention Center Ballroom AB. The event will stream via Facebook Live at <https://www.facebook.com/AmericanLibraryAssociation/>
- ❖ On January 9, 2020, the U.S. Senate confirmed the nomination of ALA and PLA member and Kansas City Library CEO **Crosby Kemper III** as **Director of the Institute of Museum and Library Services**. Crosby is a longtime advocate for libraries, active in the Missouri Library Association. He has strong executive-level leadership in libraries and museums, which will be critical to the newly-authorized IMLS. IMLS leadership rotates every four years between a library and a museum leader. He will be at the 2020 ALA Midwinter Meeting – so stop and congratulate him when you see him.

## **STREAMS OF CHANGE**

### **Investment Budget / ALA Headquarters Building**

In Fall 2017, the ALA Executive Board reviewed 10-years of ALA financial detail, covering all revenue areas. Data indicated that ALA was essentially flat-lined – not a sustainable position for any organization. To begin to address that issue, the Board authorized an “investment cycle,” sources of ALA income. The combination of four years of budget shortfalls; much-needed investment in IT, Development and Advocacy; and, slower revenue growth than initially projected have created significant stress on both the operating budget and cash. Reaching a long-term sustainable position that will support the ongoing investment in staff skills, technology and new service or product development that is essential in a changing world will require the Association to rethink how it works. The current revenue/expense balance and structure is not sustainable. Several strategies have been articulated – with varying degrees of progress in each: (1) endowment group, based on sale of ALA’s Chicago real estate. \$5M was transferred to the Endowment at the end of calendar 2019. \$1M was put into short-term investments to support operations. Another \$250,000 is due in late spring. (2) Modest (1-2%/year) growth in ALA’s traditional revenue areas is assumed -- essentially a “replacement” rate. (3) Growth from \$300-600,000 year is assumed in Development, based on continued investment. (4) There will be expense offsets and reductions from internal reorganization. (5) There is also the broader process of ALA reorganization and process redesign. Both the SCOE process and reexamination of the relationship between ALA and its Divisions, as well as Round Tables, will have a critical impact on ALA sustainability. And, finally, (6) the Endowment Trustees are support a New Business Development process. For additional information, see [2019-2020 EBD#12.39](#).

Sale of ALA’s Chicago headquarters building closed on November 26, 2019, with a sale price of \$6,750,000. Of that, \$5M has been deposited with the ALA Endowment, to provide ongoing support for ALA operations. \$1M has been added to ALA Short-Term Investments to support current operations, with another \$250,000 to be received and added to Short-Term Investments on completion of the move from 40-50 E. Huron. Another \$111,309 was transferred to the new owner to cover the first two months of ALA’s current occupancy – part of the 4-5 month period required to complete the move. The sale settlement also included broker fees, transfer taxes and other closing costs. Provisions in the sale agreement offer potential for further gain in the future.

In making the decision to move forward with the sale the ALA Executive Board, working with ALA Management, considered several factors: current market conditions and market trends in Chicago, the proposed lease – which included financial incentives and other benefits, and the likelihood of significant increase in operating costs at the 40-50 E. Huron location.

ALA is currently scheduled to close it 40-50 E Huron St. operations on April 24, 2020, and begin operations at 225 N. Michigan on Monday, April 27, 2020.

## **Organizational Effectiveness (SCOE)**

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 21<sup>st</sup> century values, key action areas and strategic directions – in the context of a significantly changed environment. The Steering Committee on Organizational Effectiveness (SCOE) was appointed. By design, SCOE was not explicitly representative of various parts of the Association, but was broadly diverse, representing members across the Association, with different interests and different perspectives. Facilitation and information about practices in the broader association environment were provided through a contract with Tecker International.

Members of SCOE are Lessa Kanani'opua Pelayo-Lozada (Palos Verdes Library District), Chair; Emily Daly (Duke University), Emmanuel Faulkner (Baltimore City 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), Steve Laird (Reference USA), Jack Martin (Providence Public Library), Alanna Aiko Moore (University of California, San Diego), Lucinda Nord (Indiana Library Federation), Vailey Oehlke (Multnomah County Library), Andrew Pace (OCLC), Juan Rivera (A. Philip Randolph Campus High School), Karen Schneider (Sonoma State University), Felton Thomas (Cleveland Public Library), Kerry Ward (ALA), Nora Wiltse (Chicago Public Schools), Steven Yates (University of Alabama) and Shali Zhang (Auburn University).

Organizational discussions continued at the 2018 ALA Annual Conference in New Orleans, the 2019 Midwinter Meeting in Seattle and the 2019 Annual Conference in Washington DC, where preliminary recommendations were shared. Virtual meetings and an ALA Connect site opened participation in this important discussion even more widely.

The ALA Executive Board met in October 2019 and decided that, with the multiple streams of change occurring in ALA, and the huge changes of a new Executive Director and new headquarters location, coupled with the important feedback from our members, that members need the details that go along with the big picture of Forward Together. A new team will be formed in Spring 2020 to identify and delve into the information needed. This will likely include a more in-depth fiscal analysis, testing, and replacement bylaws language for members to see before making decisions.

This work will be informed by the ALA Committee on Organization and the ALA Constitution and Bylaws Committee. Forward Together was referred to both groups, to review the potential impact on ALA governing documents and begin development of potential replacement language, which will also allow exploration of options.

Recommendations and background are available at <https://forwardtogether.ala.org/>, including a full list of SCOE sessions at the 2020 ALA Midwinter Meeting, links to a recorded overview of the recommendations in January, and a registration link for a February virtual overview of Forward Together.

## **Advocacy & the National Network**

Working closely with Chapters and other State Associations (e.g., AASL Affiliates, ACRL Chapters), as well as state library agencies and other groups, ALA will build a national network of key library advocates. To provide a strong resource base for this network, ALA has brought together advocacy resources in both the Washington Office and Chicago headquarters, under the leadership of ALA Associate Executive Director, Public Policy and Advocacy, Kathi Kromer, in Washington, DC. Some resources were shifted from Chicago and DC, in order to provide more integrated services. ALA is also enhancing technology support for the network. In 2019, Salesforce, a relationship management software, was piloted.

- The national network will build on -- and more effectively utilize -- ALA's most significant strength: a national membership reaching into communities of all sizes, types and characteristics.
- The national network will ground advocacy in community-based relationships and knowledge. It will then magnify their impact through the network and through national communications.
- The strategy recognizes that while we are bound together by essential values and a fundamental belief in the importance of libraries and library people, libraries themselves are rooted in a local community – whether that community is academic, civic, school or corporate.
- Basing a national advocacy network structure firmly on a local base is an approach to stability and sustainability in an unstable world. It strengthens focus on local relationships, provides a solid foundation for local, state and national advocacy, and strengthens libraries, beginning at the local level and reaching to the national level. It is an approach widely utilized by a range of high-stakes advocacy organizations.
- This structure necessarily, critically involves increased communication and collaboration with both state library associations of all types and other state-wide leaders, including chief officers of state library agencies. It also suggests the need to reevaluate the way that leadership time is allocated to enable more strategic collaboration across a complex ecosystem.

The intent is to pilot with several states, starting in FY2019, including states with Chapter staff and those with minimal or no staff. The pilot is intended to help us understand the full scope of questions to be resolved and best practices for working collaboratively with the ALA Chapter, other state library associations, state libraries and others within each state's unique ecosystem. Pilot projects are planned in Florida, Alabama and New York. The advisory committee for the pilot project will meet at the 2020 ALA Midwinter Meeting.

## **Membership & Communications**

In spring 2018, ALA contracted with Avenue M, a Chicago-based consulting firm, to conduct communications and membership studies, with the goal of improving services for and communication with members. A series of questions were posed that are relevant to current discussions:

### On Membership

- *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?*

### On Communications

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

In July 2018, a survey of ALA members, as well as former members, was conducted. The purpose of the study was to better understand the interests, needs and motivations of current and former members, as well as some individuals in the field who have never been ALA members. The survey was delivered to 65,152 individual email addresses, with responses received from 10,386 (16%).

Top-level survey results were shared with SCOE, to help inform their discussions on organizational effectiveness. Survey results relevant to conferences was also shared with the ALA Conference Committee, to help them in their discussion of Annual Conference and Midwinter Meeting changes. Among the “top-level” results were the following:

- ALA members are drawn to ALA because they see the Association as an advocate for the profession.
- While 49% of members responding were satisfied with their ALA membership, only another 8% were extremely satisfied. That suggests that the current focus on rethinking ALA for a changing world is both timely and worth the effort being invested by member leaders and staff.
- Two-thirds of ALA members pay their own membership dues.
- The most widely utilized ALA benefits include *American Libraries* magazine, ALA Annual Conference, *AL Direct*, ALA eLearning and ALA Standards and Guidelines.
- The number one professional challenge reported was keeping up-to-date with new trends and developments in the field.

The extensive survey results and consultant recommendations are being incorporated into the work of ALA staff and committees. They are expected to inform changes in processes, communications and structures over the coming year.

- At the 2020 Midwinter Meeting, the ALA Membership Committee will begin discussion of potential changes to ALA’s membership model/structure, in collaboration with Melissa Kay Walling, ALA’s Director, Membership Relations and Services(MRS).
- You will also receive a new member benefit this spring, the ALA-APA Library Salary Database. This valued resource gives you information you need to find your path in the profession and know the value your expertise brings to your community.

Clear membership value and messaging are guiding principles for the team’s work this upcoming year.

Two IT projects currently underway have significant potential impact in this area. (1) A DelCor consultant has completed an audit of ALA's digital assets. As the initial consultation proceeded and as ALA Communications and Marketing began to consider how to approach implementation of Avenue M recommendations, it became clear that no one at ALA had a complete understanding of the extent and range of ALA's digital assets. This audit is an essential first step and work is now underway to create a simpler ALA digital landscape. (2) The ALA Washington Office and ALA Development are working with ALA IT on implementation of a pilot project with Salesforce, a relationship management tool. This will focus attention on relationship information, which has the potential to significantly transform and improve both processes, advocate engagement and outcomes throughout the Association.

### **Internal Changes and IT Review**

Internal assessment and realignment are also needed – and will continue to be needed -- in order to allocate essential staff resources to critical areas, to support changing workflows and changing member needs, to take best advantage of new approaches and new opportunities in critical support and mission areas, and to remain financially sustainable. Internal changes to date are “neutral” in relation to the work of SCOE; that is, they assume no particular outcome to the Organizational Effectiveness/Governance Review. Overall, increased simplicity and clarity is assumed.

In addition to a focus on increased simplicity and clarity, there is a commitment to focusing resources on mission-fulfillment, to the greatest extent possible. This is driving reconsideration of internal processes and structures. This is a complex process in a distributed organization with multiple streams of change – and is, therefore, likely to be an iterative process.

While IT is an area of major investment, the combination of ALA's complexity and rapidly changing technology strongly suggested the need for an external assessment. In summer 2018, management contracted with DelCor, an IT consulting firm whose practice is based in associations and other nonprofits, to conduct an external assessment of ALA IT. That initial assessment has been completed. Effective February 4, 2019, Jim Gibson, DelCor, became ALA's Interim Chief Information Office (CIO) on a one-year initial contract. That contract will continue through the Executive Director transition.

### **ALA MIDWINTER TRANSITION**

Over the past two years, the ALA Conference Committee has discussed options to (a) change Midwinter, (b) eliminate Midwinter and (c) eliminate the present Midwinter but replace with an alternative event. In Seattle at the 2019 Midwinter Meeting, the ALA Conference Committee sought discussion and feedback on a proposal to replace the current Midwinter Meeting with an alternative event.

Among concepts being focused on by the ALA Conference Committee and Conference Services are the following:

- Building on the successful Symposium of the Center for the Future of Libraries, currently offered in conjunction with the ALA Midwinter Meeting, to focus on the transformation of the library ecosystem.
- Building on the strength of the Youth Media Awards, the Andrew Carnegie Medal Announcements and similar events, a second strand would focus on books, literacy, multimedia collections, readers advisory services to children, teens and adults – particularly in the context of current trends, emerging research, social and technological change.

The new event design will feature professional development and networking, with a provision for meetings of key governance groups. One of the issues which the ALA Conference Committee and ALA Conference Services are addressing is how to enable leadership to participate with other members in important discussions on future trends, directions and concerns – and still have critical face-to-face business meetings.

- The design assumes there will be more extensive reliance on digital platforms for most business meetings.
- The ongoing discussion also recognizes the unique value of face-to-face meetings for the discussion of critical and sometimes contentious issues.

A variety of session formats are being considered, including information sessions, interactive workshops, and “campfire” or discussion in the round.

- There will continue to be opportunities for broad participation, through submission of session proposals or through application to serve as a session or discussion facilitator.
- Exhibits will continue to play a major role, with various formats and engagement strategies still under discussion.

Initial implementation is planned for 2022, in San Antonio. The 2021 Midwinter Meeting will be a transition year where there may be an opportunity to test pilot formats and special programming recognizing the end of the Midwinter Meeting and the launch of a new midwinter event.

There have been and will continue to be opportunities to meet with members of the ALA Conference Committee. As with the changes to the Annual Conference, implemented at the 2018 Annual Conference in New Orleans, the ALA Conference Committee will gather feedback on the Midwinter proposal and continue to improve the format and related processes.

Focus groups will be held during the 2020 Midwinter Meeting. As part of the registration process, invitations to participate in the focus groups were extended to 1<sup>st</sup> time attendees, Symposium attendees, exhibitors and students. Focus groups are being designed and facilitated by the University of Central Oklahoma.

### **Core: Leadership, Infrastructure, Futures**

Throughout 2019, the members and staff of the Association for Library Collections & Technical Services (ALCTS), the Library Information Technology Association (LITA), and the Library Leadership & Management Association (LLAMA), under the leadership of the [Core Steering](#)

[Committee](#), did extensive planning for a possible new division to replace the current three divisions. At the 2020 Midwinter Meeting, the three division Boards are expected to approve placing on the spring ballot the recommendation that their respective memberships vote to discontinue ALCTS, LITA, and LLAMA in order to form a new division, Core: Leadership, Infrastructure, Futures. The proposal is based on a shared desire to focus collectively on the services, capacities and professional development needs central to every kind of library and information organization, and to create a community that is both sustainable and engaging.

- The 3 Boards of Directors will vote at this 2020 ALA Midwinter Meeting on placing this question on their respective ballots in Spring 2020.
- Election results are due on April 10, 2020. If any of the three Divisions does not approve the measure, the project will end.
- If all three current Divisions approve the formation of Core, there will be extensive work involving staff, Boards, and the ALA Committee on Organization, and ALA Council.
- At the 2020 Annual Conference, the three current Division Boards of Directors will formally ask COO to support and transmit to ALA Council the recommendation to discontinue ALCTS, LITA and LLAMA as Divisions of the Association, and to authorize Core: Leadership, Infrastructure, Futures as a new Division of the Association.

<http://www.ala.org/alcts/events/mw/2020>

<https://core.ala.org/>

[https://docs.google.com/document/d/1inbWssE5\\_evD3RkG\\_ODsb-L2BTyDhNv0FulJX8K\\_poY/edit?usp=sharing](https://docs.google.com/document/d/1inbWssE5_evD3RkG_ODsb-L2BTyDhNv0FulJX8K_poY/edit?usp=sharing)

## CURRENT ISSUES

### ➤ Appropriations

We secured a \$10 million dollar increase for IMLS in fiscal year 2020—including \$6.2 million dollars for the Library Services and Technology Act. That is the largest increase for the LSTA program in 12 years!

- Looking ahead two weeks—on February 10, the White House will release the national budget proposal for fiscal year 2021. We expect the Institute of Museum and Library Services to be eliminated for a fourth consecutive year. ALA takes this threat seriously, and the legislative agenda reflects our commitment to protecting federal funding for libraries.
- Our goal for this year is to get a record number of signatures on ALA’s “dear appropriator” letters in the House and Senate, both for LSTA and Innovative Approaches to Literacy (IAL) program.
- Sign up to be an advocate at :  
<http://www.ala.org/aboutala/offices/cro/legislationandadvocacy/takeactionlibraries>



➤ **COL Legislative Agenda**

COL has the responsibility to create a legislative agenda in partnership with the Public Policy & Advocacy Office and does so every year at their committee retreat.

- Appropriations will remain the top priority for ALA.
- Other priorities reflect library fundamentals like balanced copyright policy, access to government information and—especially this year—a fair, inclusive, and complete count in the 2020 Census.
- The legislative agenda includes some issues that are not legislative; these usually involve federal branch agencies such as the FCC for E-rate.
- The Public Policy & Advocacy Office work is shaped by the legislative agenda set by COL.
- COL and ALA, of course, can't do our legislative work without help from all members. Take a few moments now to sign up to be an ALA advocate at [ALA dot org forward-slash take action](https://ala.org/forward-slash/take-action). If you are already an advocate, fill out the form again on [ALA dot org forward-slash take action](https://ala.org/forward-slash/take-action) so we can be sure to have your most current congressional district information.

➤ **eBooks Working Group**

At the 2019 Annual Conference in Washington DC, ALA Council approved 2018-2-19 CD#53, Resolution on eBook Pricing for Libraries. The approved resolution called for appointment of a “Joint Working Group,” representing ALA, including its Divisions, as well as external groups. At their meeting in October 2019, the ALA Executive Board received a report on formation of the Joint Working Group and approved for charge, in line with the Council resolution. The Joint Working group is chaired by Leah M. Dunn (University Librarian, The University of North Carolina at Asheville) and Kelvin Watson (Director, Broward County Libraries, FL). A complete list of working group members is included in the [2019-2020 EBD#12.16](#). The Joint Working Group will meet during the 2020 ALA Midwinter Meeting, Sunday, 8:30-10:00am, PCC, Room 103-B

- There are also two other MW sessions directly related to eBooks and libraries:
  - John Sargent, CEO, Macmillan Publishers, will hold an open session on Saturday, 8:30-10:00am, Pennsylvania Convention Center, Room 108-B
  - The **eBooksForAll Campaign Update** panel session will feature Ramiro Salazar, Sari Feldman, Pat Losinski and Larra Clark, on Sunday, 4:00-5:00pm, Pennsylvania Convention Center, Room 122-B
- #eBooksForAll public campaign kicked off with a petition in August 2019; currently more than 240,000 people have signed. On October 30, ALA staff and members delivered 150,000+ signatures to CEO John Sargent at the Macmillan headquarters in New York City.
- State and local library groups and library professionals across the nation have sent letters, written op-eds, and interviewed with national and local media on the issue.
- At the formal request of the House Judiciary Committee, ALA submitted comments for their investigation into anti-competitive behavior in digital marketing.

➤ **BDS**

At the 2019 Annual Conference in Washington DC, a “[Resolution in Defense of the Free Speech of Supporters of the Movement for Palestinian Rights](#)” was referred by ALA Council to the ALA Committee on Intellectual Freedom, the ALA Committee on Legislation and the ALA Committee on International Relations. The committees formed a working group that included representatives from SRRT. The working group has sent its recommendations back to the three committees, which are now considering their responses. On request from the involved committees, ALA legal counsel was asked if the BDS Movement (Boycott, Divestment, Sanctions Movement) was a political boycott and legal. Counsel confirmed it was a political boycott and legal. Legal counsel has made no further ruling in relation to ALA activity.

➤ **MO House Bill 2044 (“Parental Oversight of Public Libraries Act”)**

Among the state bills being tracked by ALA’s State and Local Working Group is the proposed “[Parental Oversight of Public Libraries Act](#),” MO House Bill 2044. Concerns about the bill include the following:

- Libraries not in compliance would be ineligible for state aid.
- The proposed law creates parental library review boards.
- The proposed parent boards determine what is “age appropriate.”
- In the proposed legislation, existing governing bodies cannot overrule parent review boards.
- Library personnel who do not comply with parent board determinations are subject to a fine and possible imprisonment.

MoLA opposes this bill. ALA supports the position of MoLA; PPA and OIF are working with their leadership.

<https://twitter.com/MOLibraries/status/1217590259782955009?s=20>

<https://twitter.com/MOLibraries/status/1217590259782955009/photo/1>

<http://www.ala.org/news/press-releases/2020/01/oif-responds-missouri-legislation-proposes-policies-and-procedures-threaten>

➤ **“The Square”**

ALA’s longstanding practice with regard to protests and/or picketing in the Exhibit Hall at conferences is that any registered attendee can protest peacefully during the conference; however, if the protest becomes disruptive or causes a safety concern, the protestors will be asked to stop by ALA security or ALA Conference Services staff.

Establishment of “the Square” on the Exhibits floor was conceived internally as a designated space specifically for protest and sharing opinion. Members raised concerns and it was immediately cancelled. The ALA Executive Board followed the cancellation with a statement that it was “fully committed to intellectual freedom. We believe that the words and actions of our association should reflect our most cherished values, including

free speech in every form of its expression. We affirm the right of ALA members to peaceful protest, and we will work closely with all stakeholders to ensure members' rights are always first and foremost in any decision and how it is communicated."

Two factors can constrain ALA's action in specific cases:

- Convention Centers are generally public spaces and operate within the framework of both local ordinances and building rules.
- ALA resources – including spaces being leased by the Association – may not legally be used for certain kinds of speech, including support for an economic boycott (antitrust law) and political speech (which is narrowly defined as support for or opposition to a candidate for elected office).

#### ➤ **2020 Census**

ALA has been working closely with the US Census Bureau and other national partners to educate the public and ensure a complete count.

- ALA is blanketing the library community with resources to prepare for the census: webinars, updated guide, tip sheets for specific issues (hiring, funding, etc.) and audiences (college students, young children, etc.)
- ALA secured funding and awarded more than \$100,000 to 59 libraries nationwide to support their Census activities. [Recipients were announced](#) on December 19.
- By April 1, Census Day, every U.S. household will have received an invitation to participate in the census.

#### ➤ **National Archives**

On January 17, the [Washington Post reported](#) "National archives exhibit blurs images critical of President Trump." There was immediate response and discussion within the library community, including FTRF and ALA. On January 18, the National Archives issued an apology and promise of a review of policies and procedures:

<https://twitter.com/usnatarchives/status/1218613271927906305?s=21>

A [statement from the Society of American Archivists](#) (SAA) was issued on January 19, In their statement, SAA pointed specifically to their Code of Ethics: : "Archivists ensure the authenticity and continuing usability of records in their care. They document and protect the unique archival characteristics of records and strive to protect the records' intellectual and physical integrity from tampering or corruption. Archivists may not willfully alter, manipulate, or destroy data or records to conceal facts or distort evidence. They thoroughly document any actions that may cause changes to the records in their care or raise questions about the records' authenticity." SAA called for the Archives to move forward quickly with the promised review.

On January 21, the American Library Association released the following statement:

"It is a fundamental tenet of librarianship that any alteration, deletion, or editing of materials held by a library or archives because of a fear of controversy or because of partisan or doctrinal disapproval is an act of censorship that all information workers are called upon to resist. Removal or alteration of archival materials, if done to conceal truthful material about past persons or events, constitutes an unacceptable erasure of the

historical record that impairs our ability to provide accountability for the past, change the future, and acknowledge the truth of our different perspectives and experiences.

“We are heartened to see that the National Archives has recognized its mistake in altering photographic images and has taken steps to restore access to the originals. However, ALA cannot allow this very visible act of expurgation to go unremarked. It is an ethical imperative—especially applicable to the information professional charged with preserving the historical record—to resist activities that contribute to erasure, spread misinformation, or impair society's ability to understand the past.

“ALA echoes the statement made by the [Society of American Archivists](#) and encourages completion of the policy and procedure review as soon as possible as a signal of the National Archives ongoing commitment to defending accuracy and respect for historical documentation.” <http://www.ala.org/news/press-releases/2020/01/ala-responds-national-archive-efforts-alter-materials>

➤ **2020 Election and Civic Engagement Resources**

In January 2020, ALA introduced a Voter Engagement Guide: [ala.org/advocacy/voter-engagement](http://ala.org/advocacy/voter-engagement)

- As institutions that provide access to information, resources, programs, and public spaces for all members of a community, libraries are a cornerstone for civic engagement.
- ALA supports the work of all types of libraries and partner organizations to increase voter engagement in all communities.

➤ **National Advocacy Events**

In Spring 2019, as part of the investment in Advocacy, the ALA Washington Office sponsored its first “Fly-in, “a companion to the annual National Library Legislative Day. An invitational event held early in the appropriations cycle, the Fly-In focuses on key districts – e.g., chairs of key committees involved with library funding and key ALA issues.

- A two-day invitation-only advocacy event that takes place in February as the congressional appropriations process starts.
- About 70 participants are hand-picked from strategic districts and states to set the stage for ALA’s “dear appropriator” campaign.
- It is followed up with district meetings during congressional work periods. A new ALA calendar which shows the district work periods can be found at [ala.org/advocacy/year-round](http://ala.org/advocacy/year-round)

Then, in June, ALA’s long-standing **National Library Legislative Day** is held. The NLLD was not held to 2019, taking advantage of ALA’s 2019 Annual Conference in Washington DC to provide an opportunity to ALA staff to focus on making some changes to address member feedback on the event.

- Our signature grassroots event will be held May 4-5, 2020, at the Georgetown University Conference Center.
- The new venue offers more breakout spaces for state delegate caucusing and more affordable accommodation.
- Any library advocate can participate, but registration is capped at 450, so sign up soon at [ala.org/nlld](https://ala.org/nlld).

## **NEW MW EVENTS, ANNIVERSARIES & OTHER HIGHLIGHTS**

### **“FIND YOUR ALA” VIDEO TESTIMONIALS**

We'll be recording Finding Your ALA video testimonials in the ALA Lounge on Sunday, January 26 from 9am – 5pm. There will be a videographer onsite gathering these stories. While sign-ups in advance are appreciated, they are not required.

<https://airtable.com/shrAetoEnC5X0wQ3V>

### **WELCOME NEW CHAPTER AND AFFILIATE EXECUTIVE DIRECTORS**

Please welcome the following new Executive Directors, who are attending this Midwinter Meeting, to the ALA community:

- Briana Hoffman, Executive Director, Washington Library Association
- Jen Newberg, Executive Director, Minnesota Library Association
- Shirley Robinson, CAE, Executive Director, Texas Library Association  
and
- Kate Laughlin, first Executive Director, Association of Rural and Small Libraries (ARSL) – and previously Executive Director of the Washington Library Association

### **TASKFORCE ON ONLINE VOTING AND DELIBERATION**

The Task Force on Online Voting and Deliberation is scheduled to present its final report at the ALA Council II Meeting on Monday, January 27. The charge of this task force is to:

- Explore options and develop a procedure to facilitate online deliberation and voting for Council outside of the ALA Annual Conference or Midwinter Meeting; and*
- Review the ALA Constitution and Bylaws to determine if the current guidelines meet the complexities of online deliberation and voting; and*
- Report findings and recommendations to Council at the 2019 ALA Annual Conference in Washington DC. [The Task Force requested and received a six-month extension.]*

## **New – Electronic Voting for Executive Board**

Per the ALA Bylaws, Article III. Nominations and Elections, Section 6, the Executive Board is elected by members of the Council. ALA is pleased to announce that the 2020 Executive Board Election at the upcoming Midwinter Meeting will be conducted electronically. All councilors – those onsite and off – will be able to vote.

The Executive Board Candidates' Forum is on Monday January 27, 2020 at 12:15 – 1:15 pm Eastern Time in the Council Room, Pennsylvania Convention Center Terrace Ballroom IV. The event will be live streamed for offsite Councilors.

Click on the following link to view the live stream: [ala.unikron.com/executiveboard.php](http://ala.unikron.com/executiveboard.php)

Executive Board candidate biographical information can be found at [www.ala.org/aboutala/annual-and-midwinter-2020](http://www.ala.org/aboutala/annual-and-midwinter-2020). Please note that candidates may be nominated from the Council Floor during the Council I Meeting on Sunday, January 26. Biographical information for petition candidates will be posted as received.

## **THREE ALA-GOOGLE PROJECTS**

### **1. Libraries Lead with Digital Skills**

- Digital skills training events have taken place in more than half of the states in the 50-state tour that began in 2019.
- There are more \$1,000 grants to be distributed by PLA and ALA.
- Check the website for deadlines: [ala.org/pla/initiatives/google](http://ala.org/pla/initiatives/google)
- For more information, stop by the Grow with Google program table on the 200-level bridge.

### **2. Libraries Ready to Code**

- ALA is offering up to 290 libraries \$700 mini grants to support activities related to Digital Learning Day.
- Applications are due on February 14. Digital Learning Day is February 27.

### **3. Libraries Build Business**

- Last fall ALA announced a new initiative to provide 10 libraries with \$150,000 grants to develop entrepreneurship programs that can be iterated/replicated nationally.
- The selection committee will announce the recipients in March.

## **YEAR-TO-YEAR MEMBERSHIP COMPARISON:**

		<b>2019</b>	<b>2018</b>
<b>American Library Association (ALA) Total:</b>		57,331	58,525
Including	Personal	51,958	52,901
	Organizational	5,186	5,473
	Corporate	147	151

**ALA DIVISIONS:**

American Association of School Librarians (AASL)	7,338	7,205
Association for Library Collections & Technical Services (ALCTS)	3,051	3,186
Association for Library Service to Children (ALSC)	3,938	4,344
Association of College & Research Libraries (ACRL)	10,111	10,411
Association of Specialized, Government & Cooperative Libraries (ASGCLA)	875	1,317
Library & Information Technology Association (LITA)	2,100	2,393
Library Leadership & Management Association (LLAMA)	3,584	3,626
Public Library Association (PLA)	9,098	9,260
Reference and User Services Association (RUSA)	2,750	2,923
United for Libraries (United)	4,171	4,391
Young Adult Library Services Association (YALSA)	4,275	4,001

**ALA Round Tables:**

Ethnic Materials Information Exchange Round Table (EMIERT)	992	955
Exhibits Round Table (ERT)	362	378
Federal & Armed Forces Library Round Table (FAFLRT)* *merged with ASGCLA		
Film and Media Round Table (FMRT) * *previously Video Round Table (VRT)	704	647
Gaming Round Table (GAMERT)	732	745
Graphic Novel Round Table (GNRT)	918	312
Government Documents Round Table (GODORT)	531	563
Intellectual Freedom Round Table (IFRT)	1,236	1,259
International Relations Round Table (IRRT)	1,548	1,636
Learn Round Table (LEARNRT)	425	393
Library History Round Table (LHRT)	436	422
Library Instruction Round Table (LIRT)	1,762	1,773
Library Research Round Table (LRRT)	1,317	1,352
Library Support Staff Round Table (LSSIRT)	408	413
Map & Geographic Information Round Table (MAGIRT)	265	270
New Members Round Table (NMRT)	1,435	1,511
Retired Members Round Table (RMRT)	321	304
Rainbow Round Table (RRT)* *previously Gay, Lesbian, Bisexual, Transgender RT	1,463	1,451
Social Responsibilities Round Table (SRRT)	1,916	1,879
Staff Organization Round Table (STORT)	193	184
Sustain Round Table (SUSTRT)	1,202	1,021

## **FINAL MW PRE-REGISTRATION NUMBERS**

As of Friday, January 17, 2020, advance registration for the 2020 ALA Midwinter Meeting in Philadelphia was **6682**, including 2814 paid registrations (full or one-day), 1147 exhibits-only registrations, 2250 exhibitors, and 471 complementary. This compares to the 2019 ALA Midwinter Meeting in Seattle, at 7774 – with 4120 paid, 836 exhibits-only, 2343 exhibitors, and 475 complementary -- and the 2018 ALA Midwinter Meeting in Denver at 7054 – including 3473 paid, 731 exhibits-only, 2375 exhibitors, and 475 complementary.

## **... AND SOME OTHER USEFUL INFORMATION**

The ALA Office is located in Hall C of the PCC. It will be open by 8:00am on Thursday, January 23, 2020.

- Onsite Telephone Directory:

ALA Conference Services	–	215-418-2075
ALA Exhibits Office	-	215-418-2087
ALA Registration	-	215-418-2080
ALA Press Office	-	215-418-2090
Accessibility Services	-	215-418-2079
  
- Shuttle Hotline - 310-425-2443
  
- Emergency Numbers - From a Cell Phone - 215-418-4911  
From any house phone – 4911
  - Convention Center First Aid is located next to Room 125, between Exhibit Halls C & D. It is open from 7:00am-7:00pm.
  
- Hospital: Thomas Jefferson University Hospital, 111 S. 11<sup>th</sup> St., 215-955-6000
  
- Pharmacy: CVS, 1046 Market St., 215-592-1543
  
- Grocery Store: Trader Joe's, 1324 Arch St., 215-563-2170