

ALA/Core Office Update for 2021 Midwinter Meeting
January 20, 2021

The Core staff is providing updates in the following four areas:

- **Fiscal Year To-Date Activities**
- **Planned Activities for the Next Two Quarters**
- **ALA Update**
- **The Broader Nonprofit Environment**

Fiscal Year To-Date Activities

Core is in a transitional year, so activities, except for continuing education and conference programs, are focused on operational ramp up of the new division. The following have been accomplished or are in process since September 1.

Board/Leadership

- Election of a 2020-21 President and President-elect
- Appointment of Nominating Committee and recruitment of candidates for 2021-22 President-elect
- Initial Board meetings

Division Level Committees

- Creation of division level committees in database, including draft charges
- New volunteer form and recruiting volunteers
- Initial committee appointments by President-elect

Section Level Committees

- Creation of sections and recruiting section leadership teams

Continuing Education

Through Core CE, approximately 1,550 stakeholders have been reached: 660 individuals, 100 groups (representing many hundreds more participants), 790 students. See the [Board Connect Dashboard](#) for details.

- Creation of a new CE format, “Core Classrooms”
- Creation of [a unified, embeddable calendar of events](#) and [a CE calendar](#)
- Migrated monthly ALCTS e-Forum format to Core and expanded topics to all of Core’s areas of focus

Interest Groups

- Creation of 46 new [Interest Groups](#) and work with the new chairs

Development

- Creation of initial Core Giving Tuesday messaging
- Development of Core [Libraries are Radical](#) wear

Membership

- Projected Core membership is 6,189 as of December 2020. See the [Board Connect Dashboard](#) for details.

Member Communication

- Creation of new membership messaging/social medias:
 - [CoreNews](#) *blog*
 - [Twitter](#)
 - [Instagram](#)
 - [CoreTV](#)
- Implementation of SQL and Informz groups for joins, renewals, drops, and reinstates plus marketing messages for each one

Publishing

- Moved Core publishing to ALA, except for those already in the pipeline elsewhere
- Created [a unified Core catalog of monographs](#) from past ALCTS and LITA publications
- Migrated the LITA Jobs Site to [the Core Jobs Site](#)

Staff

- Transition/coaching of staff to new roles
- ED currently assigned to numerous ALA roles, in addition to Core:
 - Business intelligence dashboard review team
 - Operating Agreement working group
 - Pivot Plan facilitation team
 - PLA executive director search committee
 - Program Assessment charrette implementation team

Planned Activities for the Next 2 Quarters

Board/Leadership

- Development of leadership orientation guides for Board, section leaders, volunteers, etc.

Section Level Committees

- Creation of section level committees in database, including draft charges
- New volunteer form and recruiting section volunteers
- Initial committee appointments by section leaders

CE/Interest Groups

- Management of the first Interest Group Week, February 1-5

Development

- Standardize and implement recognition of donors/supporters

Publishing

- Draft process to begin standardization of multiple journal platforms/operations (journals will remain separate publications)
- Transition of former ALCTS Sudden Selector Guides from monographs to free, pdf-only guides as a service to the profession

ALA Update

- **Annual Conference.** We know we'll be dealing with the pandemic for months to come, particularly with the slow vaccine rollout. It looks increasingly unlikely that a live Annual Conference will be held in Chicago. The financial impact of this for Core will be slight, with lost preconference revenue, however, the impact for ALA will likely be serious. While this likely shift to virtual will give ALA another opportunity to provide value to members in a new format, like 2020 Annual, virtual CE will continue to be the norm through 2021. We've heard from a number of members that even if live events are held and members would feel safe enough to attend, travel/conference budgets have been zeroed out at many institutions.
- **Finance/Accounting.** As noted on the financial report, financial reporting is behind and accounting is understaffed due to the decisions to outsource, then ultimately return, key accounting functions. Accounting currently has four open staff positions.
- **Membership.** In preparation for Midwinter, membership staff presented informal numbers for business planning purposes, with a possible error rate of +/- 2%. The projected numbers are the result of delayed financial reports. In December, ALA's total membership was 53,203, a 7% decline from 2019 and an 8% decline from 2018.
- **New Office Space.** No date has been announced for staff to start working in the new office space. There are limits on how many staff are permitted in the office, and staff must get permission and complete a health form for any day in the office. Most staff, including Core, continue to work at home.
- **Pivot Strategy.** The strategy will be the basis for ALA's work in the years ahead. More than 160 staff have already served on charrettes that are developing operational plans in support of the strategy. There will be unit and individual goals tied to the strategy as well. Core will focus on providing member value and fulfilling the commitments we made to members when we asked them to vote for innovation, career development, and community in a new division.

The Broader Nonprofit Environment

Looking at nonprofits in general, it is clear that COVID-19 has a hugely negative impact:

- In a May [survey](#) by Charities Aid Foundation of America, nonprofit leaders said they expect donations to fall by at least 20% in the next year.
- A [Nonprofit Workforce Trends Report](#) found 88% of nonprofit organizations experienced a 15% or more revenue decline, with 13% having to suspend most or all operations.
- And according to a report from [Johns Hopkins University](#), over 1.6 million nonprofit workers have lost their jobs due to the pandemic and drops in funding.