

Video Round Table Executive Board Meeting at ALA Annual 2018

June 25, 2018

New Orleans, Louisiana

Present: Anthony Anderson, Andrea Battleground, Howard Besser, Brian Boling, Joseph Clark, Maureen Cropper, Ben Franz, Lisa Hooper, Andy Horbal, Tiffany Hudson, Stephanie Jacobs, Athina Livanos-Propst, Lowell Lybarger, Samantha Ann Mairson, Lavis Martin, Melanie McCartney, Michele McKenzie, Steven Milewski, Erin Miller, Samuel Readman, Leigh Rockey, Brian Schuck, Scott Spicer, Gisele Tanasse, Monique Threatt, Heidi Ziemer, Michele Zwierski

8:30am: Moment of Silence for deg farrelly

8:30-8:45am: Introductions

8:45-8:55am: Chair's Report (Andy)

1. VRT successfully navigated year one of the ALA conference remodel with no reduction in the number of event options we offered to our membership!
 - Moving forward, we will need to keep an eye on how much this costs. More specifically, we need to pay for A/V for discussion groups. I went into my term as Chair willing to spend money, and I think this was the best possible use for it, but sustainability should be something we talk a lot about in the coming year.
 - Thank you to everyone who made this possible, especially Erin (Program Committee Chair), Gisele (Communication Committee Chair), Michele (organized one discussion group, originally came up with the idea of adding discussion groups, point person for Now Showing @ ALA), Maureen (Webmaster), and Danielle (ALA Liaison).
 - Erin will be the VRT representative on the programming jury for ALA Annual 2019.
2. We voted 64-15 (81% to 19%) to change our name to the Film & Media Round Table (FMRT) in this year's ALA elections, effective September. (Joseph says the question of a name change has been around since the inception of VRT!)
 - Thank you to everyone who made this possible, especially Gisele and Maureen (worked on fall membership survey), Scott (report and recommendation to board which led to ballot initiative), Brian S. (spring online members event), Brian B. and Michele (Bylaws Committee), and Danielle.
3. Congratulations to Gisele on being elected Vice Chair/Chair-Elect and Leigh on being reelected Secretary!
 - Other new officers:
 - New Digital Media Discussion Group Chairs Samantha Ann Mairson and Elliott Stevens
 - New Notables Chair Tiffany Hudson
 - New Membership Chair Athina Livanos-Propst
 - Thank you as well to new committee members!
4. We awarded our 2018 Kino Lorber EDU/VRT scholarship to Regina Aaron
 - Thank you to Brian B. and Michele for serving on the scholarship committee with me, and Danielle; press release forthcoming.
5. Notes from Round Table Coordinating Assembly meeting:

- RTCA is going to set up two task forces to talk about ALA's Organizational Effectiveness Plan (see Appendix A) and the future of Midwinter in greater depth than the 90 minute RTCA meeting at ALA Annual will allow.
 - Clarifying VRT's membership in RTCA: Chair, Vice Chair/Chair-Elect, Immediate Past Chair, and Treasurer are all members.
 - Clarifying "DIY" virtual attendance options: it would potentially cost ALA money if we set up our own mic/projector, but it is probably okay for us to enable people to attend our meetings via Adobe Connect, WebEx, etc. The big barrier to virtual attendance is cost: in many cases it is cheaper to fly someone in to a conference than to set up infrastructure for them to attend virtually.
 - Official confirmation that A/V is free for Chair's Program.
 - Advice from other Round Tables that have changed their names (of which there are many!): keep saying "formerly VRT" for at least two years.
6. Our membership is now greater than 1% of ALA's total membership! If this is still the case on August 31, we will be entitled to our own representative on ALA Council. Danielle will keep us posted!

8:55-9:55 am: Officer/Committee Chair Reports (10 min. each)

- Vice Chair/Chair-Elect (Lowell)
It's traditional for the VRT board to take July off, but not this year! As ALA has been changing, so is VRT, especially our name. We need to revamp the bylaws, the website, etc., so we will meet during the last week in July this year. Our name change is effective in September, so we need to move.
- Immediate Past Chair/Nominating Committee (Michele)
We brought Gisele on board as Vice Chair, and Leigh remains as Secretary.
- Treasurer (Steven)
The budget handouts Steven passed around are the latest from Danielle. At the end of April this year, we had \$29,327. By comparison, at the end of April 2017 we had \$26,658. Steven attended ALA's Budget Analysis and Review Committee (BARC) and Finance and Audit Committee. ALA is trying to be more conservative about budget projections. This year to date they are 1% higher in revenue than budgeted, while last year at the same time they were 6% under. So budgeting is getting more accurate. Round Tables grossed \$344,642 last year. By comparison, Divisions bring in \$12,154,403 gross revenue. BARC says that while there will not be material changes to Round Tables, ALA will review all Round Table budgets. Steven asked a BARC board member if that meant the ALA was going to be looking at ways to get new money out of the Round Tables. He emphatically said no, they're just trying to figure out Round Table costs to ALA. Membership dues are going up \$5. ALA plans to have deficit of \$1.7 million as an "investment" budget. They will be investing in info tech heavily, with a 3-year plan to spend \$8.8 million on particular areas (development, advocacy, IT) with the goal of being more efficient. ALA has assets of \$73.2 million, liabilities at \$32.7 million, and net assets of \$40.5 million. Trustee investments are not going well. ALA has too many legislative priorities (135); the goal is to have an ALA advocate assigned to each congressional district.
- Secretary (Leigh)
Our archives are set up online at ALAir.ALA.org. Please visit and make sure the subsets listed for VRT are sufficient. If you wish to save something in the archive, please send PDFs to Leigh at lar4k@virginia.edu. She also currently has VRT paper archives, so send her any physical items you want to include, and she'll send the stuff to official ALA analog archives for safekeeping.
- Webmaster (Maureen)

It's been great serving as Webmaster for the past two years. Thank you to Maureen!

- Bylaws Committee (Brian B. & Michele)
How do we handle the name change? It is easily accomplished because we included approval of necessary bylaws changes in the initial name change vote. We just have to make the changes.
- GALA Committee (Ben & Lavis)
Ben invited Kim Nelson from the University of Toronto to present her interactive documentary. Her historian husband Rob Nelson will lead the audience through documentary footage, then they open up the film to the audience to decide what to show and describe in the doc. These changes become part of the doc, sometimes immediately. Its name is the 130 Year Road Trip, and it looks at the ideas of agricultural economist Max Sering.
- Membership Committee (Brian S.)
Our numbers are very good; as of the April report, we had 596 members, with an increase of student members by 56%! The online members meeting in January had 32 registered to attend; it did generate interest in serving on committees. We restarted sending follow-up emails to brand new members and to people who have dropped us. After those emails, we do get interest in serving on committees. The successful mentorship program continues—we placed three new mentees, and there are also some volunteer mentors waiting for mentees in the fall.
- Notables Committee (Tiffany)
We had a wealth of committee member applicants to choose from, and we already have several video nominations. We will soon start contacting publishers to get screening copies. Among issues to be discussed with new Notables members is the possibility of doing Midwinter as a virtual meeting option. We would have to change the bylaws to make Midwinter attendance virtual. Tiffany asked for board opinions on the matter. Michele asks if it's a financial issue, could we try to fund a travel scholarship through ALA or something? Notables provides a service to all ALA members, so we should invest in it and get ALA to do so. Lowell says Midwinter's viability is up in the air, but there is benefit to meeting face to face. He doesn't think a hybrid virtual/live meeting would be good, so using funds for travel would be fine. Scott asks if other ALA committees are pondering dropping mandatory physical presence (like Newberry), and can we reach out to them? Brian B. has served on Notables and says the heaviness of the documentaries needs in-person discussion. Athina says she does web meetings and that hybrid meetings are really lopsided with virtual attendees getting short shrift. Michael says face to face is best and the move to virtual raises issues for people who might have limited tech resources. Michele wonders if ALA is thinking about this already in terms of all the Midwinter meetings that happen. Andy says clearly we're not happy about hybrid or totally virtual meetings, and he will ask Danielle if support for travel expenses is available from ALA since they say virtual meetings are so expensive. The RTCA is also talking about this. Tiffany says all new Notables members are prepared to be at Seattle. Scott says including students more in Notables would probably need hybrid or purely virtual attendance.
- Program Committee (Erin)
Thank you, everyone! It's been a crazy year because ALA changed all the rules! We had good attendance this year, with 100 people at the Chair's Program. The surveys we got back were positive. The Empowering Youth program had 35 people with positive survey results. In survey comments, people seem to want more production-centered programming. Attendees liked that the panels were inclusive of different libraries and opinions. Michele thinks when we get room assignments, we should check in with Danielle about where meetings are located (related meetings should be put close together). Erin agrees we should ask for better spots if possible. Michele and Gisele say that incorporating local filmmakers might be a good programming idea for future meetings. Erin says that we could use more program committee members.

- Digital Media Discussion Group (Elliott & Samantha)
No report.
- Multimedia Discussion Group (Scott)
It was the first face-to-face meeting for a group that started in 2007 (long story). He is happy that the group is fully integrated into the VRT platform now. Discussion at the meeting yesterday was expansive. Topics included data visualization support in libraries, makerspaces, how to develop staffing for specialized expertise, who should have that expertise (media librarians?), credentialing and training of students and staff to use specialized equipment, and identity issues when we deliver so many different services. Scott also plans to have an online meeting in addition to discussions at ALA meetings.
- IFLA Liaisons (Debbie & Mo)
The annual IFLA World Library and Information Congress will be held in Kuala Lumpur in August; the theme is Transform Libraries, Transform Societies. Six programs by the Audiovisual and Multimedia Section (AVMS) were chosen for the conference. AVMS is considering name change, and IFLA is considering a reorganization of its structure. The 2019 conference will be in Athens, Greece. The standing committee of AVMS is always looking for members (your institution must be an IFLA member). The IFLA Global Vision initiative released a summary of its forthcoming report.

9:55-10:10 Break

10:10-10:30 Conference Remodel Discussion

Andy reviews changes to the ALA Annual Conference. In previous years, VRT solicited proposals, selected from these, then VRT reserved rooms, etc., so we would do six programs or so per conference. But now, people submit proposals to ALA and a jury of different Round Table members selects the programs. VRT has a member on jury every other year; we will have Erin on the jury this coming year. Each Round Table was also given a Chair's Program, for which we solicited proposals and then combined two proposals into one panel. Discussion groups are also a possibility to schedule; we can have lots of these. We had three this year, but we have to pay for the A/V. Two of the discussion groups were more like traditional programs. The price would be several hundred if we get charged for discussions. Michele asks about added discussion group programs in the ALA scheduler and deadlines to make it in. Anthony says it looks like VRT has found a way around the perceived one program limit. The board discussed using discussion groups as programs. Howard says ALA has been through this before—at past Midwinters they have had no programs at all. ALA is attempting to streamline.

10:30-10:50 2019 VRT GALA (Ben and Lavis – 10 min.)

See description above. The interactive documentary team has some financial requirements. They are four people (filmmaker, two tech support, and historian) and want four round trip tickets and hotel rooms for two days. One of them needs a day rate of \$350. They want a per diem for food. Michele says the idea is cool, but is there any flexibility in subject matter? Ben says no. Michele points out the subject is a DWG, and we want to make sure we're being inclusive. In the past we haven't offered people more than an honorarium. She questions the idea of paying people vs. offering them an honorarium. Ben says the cost of travel, hotel, and food is around \$1,300 total. The board thinks this is a very low estimate. Anthony asks if the gala should be a fund raiser not loser, and he says we usually use local people for the gala program. Lowell says we have cash but the question is can we sustain doing this over the years? The cost is not the main barrier. Brian B. proposed a program that would involve D.C.'s African American History Museum, which is preserving African American home movies. Howard has lots of student grads working in D.C. we could draw on. Ben says there is no venue yet; he is trying to get American University

to be cosponsor and host. The distance to American would be far. Lisa says if galas are about fundraising, then maybe the interactive documentary is an interesting new topic that could be spun as very attractive to get people to attend. Andy says fundraising is Gisele's bailiwick as Vice Chair, and we were able to turn a profit last time due to sponsorships. Whether the gala makes or loses money depends on what you raise, not the cost of the program. Howard says if we want to focus on interactivity, there is a film called Late Shift that is like a choose-your-own-story thing where the audience votes on their phones. Scott says we would want the filmmaker to attend. Andy says PPR might not be cheap. Ben wants to figure out the interest in his gala program now, which sounds low. There is interest, but many board members think it would be nice to have something tied to D.C. Gisele says the board could offer a fixed monetary figure to the interactive documentary team to see if they'd accept it. Brian B. says we should table this discussion to the July meeting with no objections.

10:50-11:00: ALA Organizational Effectiveness Plan (Andy and Lowell - 10 min.)

See Appendix A for ALA Organizational Effectiveness Plan. RTCA looked at this; Andy says RTCA is forming two task forces (see Chair's Report above). VRT could have people on these if we want; Chairs are automatically on them, but we could add someone. We can also provide feedback via the RTCA listserv without attending task force meetings. How does this affect our ALA liaisons? Andy says Danielle is being promoted to facilitating half the Round Tables. The ALA Round Table handbook needs to be updated. Andy suggests we read the plan. Gisele broaches subject of getting Danielle a gift, and the board is amenable.

11:00-11:10: Next Online Members Meeting (Gisele, Lowell, Michele, and Scott - 10 min.)

A topic idea for the next online membership meeting is streaming video pricing models. Gisele says we might want to base talking points about streaming prices on what was being discussed in the open forum. Lowell hopes to centralize some of the Google docs we have to create a knowledge base and improve efficiency. He says that these membership meetings are important, and streaming video and also media production should be included. What are other hot topics? Gisele and Michele have been talking about starting a Kanopy PDA users group. They approached Kanopy about participating, but they aren't really interested. Erin says it's a good idea. Gisele says there is insight that those who have experience can offer newbies to PDA. Joseph wonders about the function of the group. Tiffany says public libraries do not have Kanopy because they can't afford it; there's a platform fee for them. Brian B. says since Kanopy isn't interested, he remembers a consortium being sued for conspiring, so we should look into it before jumping. Gisele says the discussion will be broad in scope.

11:10 to 11:15 VRT Scholarship Brian B.

Kino Lorber will no longer be the sponsor of the VRT scholarship. Dennis Doros of Milestone Films is interested in picking up our scholarship from Kino Lorber and making it the deg farrelly scholarship. He will approach Alexander Street Press for funding as well—they work with Milestone and deg was on the board there. If we can get ASP to coordinate, it's then no cost. Lowell is not afraid to pay for things, as long as we know whether or not it will be one-off or setting a precedent that we need to sustain. Brian will go forward and let us know how it goes with ASP. Michele talks about having a little ceremony or presentation of the scholarship—Brian says ALA has discussed bringing the winner to the conference. Michele hopes to make it less about just handing over money and more like an invitation to our community.

11:15-11:20pm: New Business

Scott remarks on publications: Andy had an article in the Journal of Academic Librarianship called Instructor Use of Educational Streaming Video Resources, and he also had an article in [cnrl??](#) Scott

published a book chapter in The Routledge Companion to Media Education, Copyright, and Fair Use called Perspectives on the Role of Instructional Video in Higher Education. He wants to hear more about VRT member publications in lots of areas. Gisele says to send any publication links to Andrea to put on the VRT website.

11:20-11:25am: Honoring deg's Memory with an ALA Resolution (Gisele and Scott – 10 min.)

Gisele and Scott started writing different resolutions, then combined them and submitted the result to the ALA resolution committee. ALA will approve the resolution and send us official printed copies. Scott read the resolution aloud. Draft of resolution:

Whereas the American Library Association Video Round Table (VRT) and the broader library community lost a dear mentor, colleague and friend on June 9, 2018 with the death of deg farrelly;

Whereas deg farrelly was a tireless and outspoken advocate for video in libraries;

Whereas deg farrelly served as a media librarian for over 40 years at Arizona State University and York College of Pennsylvania, enriching the lives of thousands of community members by providing exceptional media resource support and expertise;

Whereas deg farrelly contributed invaluable foundational scholarship and pioneering streaming licensing models to the field of media librarianship;

Whereas deg farrelly championed collaborative preservation of VHS collections through his scholarship, national engagement and the Section 108 Video database;

Whereas deg farrelly generously funded the seed-grant for the National Media Market Academic Libraries Video Trust;

Whereas deg farrelly will forever be remembered for his wit, generosity, and enormous heart, now, therefore, be it

Resolved that the American Library Association Video Round Table (VRT), on behalf of its members, recognizes the significant contributions of deg farrelly over the course of his distinguished career and mourns his death, extending its sincerest condolences to his many friends, family and his cherished Lucy.

Mover: Scott Spicer, Former Chair, Video Round Table, 612-940-2710

Secondary: Gisele Genevieve Tanasse, Communications Chair, incoming Chair-Elect, Video Round Table, 510-735-4398

11:25-11:30pm: Official Transition/Adjournment (Andy and Lowell)

It's the passing of the proverbial gavel! Andy is going on paternity leave until late August and will be back with us in September. Lowell is our new fearless leader as of 11:23 a.m. June 25, 2018. Lowell says that all the applause belongs to Andy for all he's done.

Lowell has real gratitude for VRT because it helped him change the way his library did video. This group is a great resource for him. In terms of the name change—the word film affirms what we've always been about, but the inclusion of the word media opens us up to so many possibilities. It includes so many

people who work in libraries, not just in A/V. Lowell again expresses gratitude for VRT because it helped him with his work and career.

Gisele requests a group portrait! Picture time!

Between 11:30am-12:00pm: Visit from ALA Executive Board Liaison Andrew Pace (10 min.)

ALA has a lot going on! See Appendix C on ALA Board talking points. The updated numbers on attendance are 17,434 for this conference, which is behind Chicago and ahead of Orlando. ALA hit budgeted numbers this conference. ALA plans for an investment budget—instead of doing a deficit budget every year. They want balance and will focus on development, fundraising, advocacy and IT. Investing in IT is especially important. The organizational effectiveness and governance review committee will look at the future of Midwinter, assess membership models, and build better relationships with chapters. Round Tables are doing well with programming and membership. Andrew Pace continues as board liaison for VRT, contact andrewkpace@gmail.com with questions/comments.

Michele alerts Andrew about the future mindfulness of scheduling among ALA groups, like the possibility this year of a major motion picture being scheduled at the same time as Now Showing. Scott asks about a media resources program given by another division that didn't know about—better communication needed.

Lowell adjourns the meeting at 11:50 a.m.

Appendix A ALA 2018 Organizational Effectiveness Plan

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2017-2018 ALA CD#35.1

2018 ALA Annual Conference

American Library Association

Organizational Effectiveness Plan

2018 Annual Conference – New Orleans, LA

BACKGROUND:

Following the 2018 ALA Midwinter Meeting, the ALA Executive Board working group on governance and organizational effectiveness—Mary Ghikas, Andrew K. Pace, Lessa K. Pelayo-Lozada and Patricia Wong—transcribed and created a database of feedback from the discussions at ALA Council and at PBA, as well as

other feedback received – over 300 documents. Wordles were also created to assist working group members

in the analysis. The resulting files were reviewed by members of the working group.

On April 5, the working group met to discuss next steps and to review an initial draft of this document.

Based

on that discussion and review, at their spring meeting, the ALA Executive Board decided to retain outside

consultants to advance this discussion. In addition, ALA President Jim Neal will appoint an ad hoc Steering

Committee and Executive Oversight group. What follows is a summary of the Midwinter 2018 feedback, a draft

timeline for next steps, a steering committee structure, and structure for facilitated discussions to take place

at ALA Annual 2018 in New Orleans.

Attachments:

(1) APPENDIX 1: Council and PBA feedback on Organizational Effectiveness discussion (Wordles)

(2) APPENDIX 2: Concurrent Activities

(3) APPENDIX 3: 2017-2018 ALA CD#35, 2018 ALA Midwinter Meeting – American Library Association, Organizational Effectiveness Discussion

ALA Governance Review Process

The following outline attempts to look at the reorganization process from two perspectives: what we know

and how we might move forward.

A series of appendices provide additional information, including: (1) Wordle images of what we know,

(2)

descriptions of related ongoing work that both the ALA Membership and Management will need to be aware

of as this process proceeds, and (3) the 2018 Midwinter discussion document.

Purpose and Key Question:

The purposes of the Governance Review were laid out in the Midwinter 2018 document -- 2017-2018 CD#35.

(See Appendix 3) CD#35 also positioned the ALA Mission as a central guide for this work, along with a set of “guiding principles.”

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ALA Mission: *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 achieve this mission, ALA has defined four strategic directions:

- Advocacy
- Equity, Diversity and Inclusion
- Information Policy
- Professional and Leadership Development

As we think about how we organize to support this mission, these “guiding principles,” articulated in the 2018

Midwinter Meeting discussion document, need to be kept in mind:

1. We will build upon ALA’s strengths
2. We will focus on ALA’s Strategic Directions—Advocacy; Information Policy; Professional & Leadership Development; Equity, Diversity, and Inclusion
3. We will enable open, flexible, and easy member engagement
4. We will simplify and streamline process
5. We will ensure a governance and coordinating structure that enables members and staff to be effective, engaging in meaningful and productive work
6. We will empower member engagement
7. We will adopt a new mindset
8. We will optimize use of ALA staff time
9. We will experiment and try new approaches; we will learn from our experiences and be intentional about assessment
10. We hope to be a model of innovation for professional associations

ALA is an association. As such, its primary asset for achieving its mission is its members, working with staff to

achieve a shared mission and shared goals. The ALA membership includes over 58,000 individuals, organizations and corporations. Indirectly, through chapters and affiliates, which typically have overlapping

memberships with ALA, the reach is significantly larger. Collectively, membership and those associated through chapter or affiliate membership represent librarians, a wide range of other individuals with many

specializations who work in or for libraries, trustees, friends and advocates for libraries, corporate leaders

invested in the library ecosystem, content creators, and others.

While the mission and membership focus remain, the question implicitly posed by the document developed

for the 2018 Midwinter Meeting discussion was: “How can ALA best organize itself to fulfill its mission in the

21st century?”

What We Know Now: Midwinter 2018 feedback

Feedback from discussion with Council and other active members during the 2018 Midwinter Meeting, as well

as some email feedback, largely confirmed the “findings” of the Kitchen Table Conversation. (see Appendix 3)

But, as would be expected from a largely more active and ALA-experienced group, extended them in some

respects. (see Appendix 1)

- ALA needs to be relevant to those with an MLS – and to those without an MLS who work in libraries, do work related to libraries; and, focus on or support libraries and their missions. There is also a desire for clearer, stronger focus on the needs and interests of library workers, which suggests that a

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comprehensive look at ALA may necessarily involve a close look at ALA-APA, and at potential funding mechanisms.

- Given the experience of many participants and the complexity of the organization, unsurprisingly one focus of attention was figuring out where to start. Which thread do you pull? Where are the innovative opportunities? Can we look at the question from an “issue perspective” not a “type of library perspective”?

- There was significant emphasis – echoed in internal (staff) discussions – about focus on advocacy, or perhaps on advocacy and education.

- There was strong focus on mindful, consistent relationship development – encompassing ALA Chapters

and other state associations (e.g., AASL and ACRL-affiliated organizations, ALA Affiliates, and other organizations, both within ALA’s unique areas of focus and broader areas representing member values).

- In both the discussions on advocacy and on relationships, there is interest in stronger collaboration between ALA and chapters/state associations and in being able to act locally.

- Feedback echoed the Midwinter document’s focus on reduced complexity and reduced redundancy – but both complexity and redundancy are to some extent in the eye of the beholder. Comments included the need to “force prioritization,” “focus on what matters,” disband groups that “aren’t effective,” and shift to a more “as needed” structure, rather than so many standing bodies.

- There is a perceived tension between resolving complexity/reducing or eliminating silos and the desire to find “my place,” “my home.” This tension will have to be addressed.

- Clarity in both structure and communications was a strong focus. Members want to “feel impassioned,

invested, and relevant.” As was clear in the Kitchen Table Conversation findings, they want “clear pathways to engagement.” Other comments focused on member ROI; a collective and sustainable focus; a member-centric vs. member-led organization and enabling “complete and robust participation.”

- There is recurring interest in investing in IT – including the technology for “virtual” or digital participation and learning.

Moving Forward: 18-month timeline

The question then is “what are the next steps?” While the Midwinter Meeting largely confirmed many aspects

of the diagnosis, and suggested elements of a solution, the difficult work of negotiating a “solution” in a highly participative and complex organization, with interests that sometimes compete, remains to be done. For that purpose, the Board wishes to retain a consultant. While consultants coming from the library arena, with ALA experience, will bring knowledge of ALA’s culture(s), consultants coming from the association arena will bring knowledge of the wide array of models among associations – and their relative success in achieving specified aims. Management and the Board recommend a consultant from the Association or nonprofit environment, knowledgeable in the variations and purposes of association governance structures. Given the demands of the process, consultation and member facilitation of the change management process itself may be highly desirable. Since consultation with a deep understanding of current ALA organization and governance is also desired, the Board is recommending a Steering Committee to work closely with the outside consultant to guide what is likely to be a complex process, extending over 12-18 months, followed by an implementation phase.

A working calendar is outlined below – primarily to show the feasibility of the time frame proposed. It is highly likely that the specific approaches and intermediate steps within the timeline will change as ALA begins working with specific consultants and establishes the steering committee.

(1) Now – Through Annual Conference 2018

Conduct a series of facilitated focus groups or discussions built around some of the specific questions sitting behind many of the comments/concerns raised in both the Kitchen Table Conversations and at the 2018 Midwinter Meeting. These facilitated discussions will take place at ALA Annual and virtually. These may be structured around several “what if” scenarios, for instance:

- A shift from a structure largely based on standing committees to one largely based on as-needed groups, with a (small) core of “standing” committees.
- A shift from a “governance” model to an “engagement” model for many specialty groups, e.g. Round Tables. (see, for example, <http://growglobally.org/?p=1394>)
- A stronger ALA-Chapter/State Association structure.
- A different Board/Council composition/structure/relationship
- A potential change in or streamlining of the current ALA/Division relationship

(2) Annual Conference 2018 to Fall 2018 Board meeting

Based on feedback to date, work with consultant(s) to create multiple versions of a “new” ALA.

(3) 2018 Board Meeting to Midwinter 2019

Review scenarios at Fall Board meeting. Adjust scenarios based on Board feedback. Distribute adjusted scenarios for member/potential member feedback. Prepare discussion documents for 2019 Midwinter Meeting discussion.

(4) Midwinter 2019

Hold facilitated discussions (National Issues Forum-style discussions) at Midwinter 2019, aimed at identifying

“common threads” in member response. The objective is to arrive at a “new ALA” model.

(5) Midwinter 2019-Spring 2019 Board Meeting

Prepare draft “new ALA” scenario (single) and related discussion materials for discussion at Spring 2019 Board meeting.

(6) 2019 Spring Board Meeting – 2019 Annual Conference

Adjust scenario and related materials based on Board discussion. Distribute widely for consideration prior to the 2019 Annual Conference.

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(7) 2019 Annual Conference

Hold series of facilitated discussions on proposed model. Continue to develop model, based on feedback.

(8) 2019 Annual to 2020 Midwinter Meeting

Develop action document(s) for Council/membership. Develop potential implementation plan/schedule. Develop FAQ.

(9) 2019 Annual to Spring Election

Share information widely. Schedule online discussion sessions. Develop spring ballot materials. Refine implementation plan based on feedback.

Spring 2020 Election and forward.

Based on Spring 2020 election plan, begin implementation.

Guiding the Process

2017-2018 ALA President Jim Neal has committed to leading this process through to completion – at least

completion of the design and initial decision process. Vice President / President-elect Loida Garcia-Febo has

already indicated that President Neal will continue in an oversight/leadership role after his presidential term

ends in 2018. The Executive Board has approved this structure to guide the process.

Executive Oversight Group: Jim Neal (2017-2018 ALA President; Past President, 2018-2019)

Mary Ghikas (ALA Executive Director)

TBD, Steering Committee Chair

Consultant (s)

Steering Committee: Executive Board (2) (including Chair)

Council (2)

Division Leadership (2)

Round Tables (1)

Chapters (2)

ALA Ethnic Affiliate (1)

Emerging professional (e.g. NMRT, Emerging Leader, Spectrum Scholar) (1)

At-large (1)

ALA Staff (1)

There should be significant attention to diversity of all types – including diversity in length of membership – in

forming the steering committee.

This work is also taking place within the context of multiple “streams” of change (see Appendix 2). It will be important for the Board, Management and, to a lesser extent, the Steering Committee to remain aware of these additional change streams and to consider their potential impacts.

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APPENDIX 1: Council and PBA feedback on Organizational Effectiveness discussion

A consolidated view of the written feedback forms was processed using [Voyant](#) analysis tools. This tool created the following Wordle-like graphical representations. It’s clear that the feedback received puts members, library works, and the health of the organization at the center of our thinking. While the feedback and the analysis tools don’t generate automatic answers to our problems, they do shed light on a path forward.

APPENDIX 2: Concurrent Activities

Operational Report on Concurrent Activity

There is significant ongoing change activity. Any or all of these may impact or be impacted by the Governance

Review. Again, this suggests close involvement by the ALA Executive Board as well as Management. The Board

is the only single group with a reporting relationship through staff leadership to all of these activity streams.

These activities place a significant, ongoing burden on both the Board and Management to remain cognizant of

all change streams, to identify the connections between them and to articulate potential impacts. The Executive Oversight group and the Chair of the Steering Committee—both comprised of Board members—will

ensure maintenance of these connections.

1. Membership and Communications Study

Avenue M – a Chicago-based company with significant association experience – has been awarded a contract

to complete two related studies. The Goals and Outcomes outlined in the original RFPs are as follows, in brief:

Membership

- Identify barriers that prevent individuals from joining and renewing.
- Recommend alternative membership models that might better respond to the needs of current/prospective members, including membership types, dues amounts and associated member benefits.
- Refresh and refocus the membership messaging framework and value propositions.
- Recommend strategies/tactics for improving member engagement.
- Propose new/evolved staff positions/consultants to expand ALA’s member-focused expertise/abilities.

Communications

- Develop an overall, high-level strategy leading to more consistent, higher quality communications.

- Refresh and refocus the messaging framework.
- Suggest ways to leverage existing staff, e.g. capitalize on specific skills/expertise, change/clarify roles; improve coordination and collaboration across units.
- Suggest new positions/consultants to expand ALA's capabilities and expertise.

○ Prioritization or other considerations ALA should make regarding specific types of communications. Based on work done during the process set up to select one or more firms, it became clear that these two

studies were closely related – and that outcomes might be improved by combining them. A cross-association

staff committee was formed for the selection process and will work with the consultant; remote ALA offices

(including both Washington Office and United for Libraries) are involved, as well as Chicago-based units, both

General Fund and Divisions.

It will also be essential to keep this consulting firm updated on the Governance Review status.

2. Internal Reorganization

The necessity for internal reorganization was signaled by Management in discussions with the ALA Executive

Board at the Fall 2017 Meeting. Reorganization is essential to (a) permit reallocation of scarce staff resources

to critical development areas – including IT, Development and Advocacy – and to (b) support changing workflows and new approaches in critical mission areas. The ALA General Fund has lost 49 positions since the

2008 recession. (Experience in the Divisions varies significantly from division to division.) While changes are

still very much in process, the following shifts have been made and have been incorporated into the FY19

proposed budget:

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- ALA will run with one fewer Management position in the General Fund. With Cathleen Bourdon's (Associate Executive Director, Advocacy and Member Relations Department) retirement in July 2018, Lorelle Swader has been appointed Associate Executive Director, ALA Offices and Member Relations, taking the budget line previously occupied by Mary Ghikas.

- AED-OMR reporting group: ALA Library & Research Center, ALA Public Programs Office, ALA Member and Customer Service, ALA Membership Development, ALA Office for Accreditation, ALA Office for Diversity/Literacy/Outreach, ALA Office for Human Resource Development & Recruitment, ALA Office for Intellectual Freedom; ALA-APA.

- Danielle Alderson will remain in the new Offices and Member Relations Department, taking on Round Table liaison, with the aim of increasing consistency in information delivery.

- The ALA Office for Library Advocacy will report to Kathi Kromer, AED ALA Washington Office; personnel in that office will remain in Chicago.

- Other positions in both the AED, AMR and Senior AED, MPS reporting lines will shift to or remain with the ALA Executive Director: ALA International Relations Office/Chapter Relations Office, ALA Communications and Marketing (currently Public Awareness Office), ALA ITTS, ALA Conference Services, ALA Divisions. The Governance Office, Development Office and Center for the Future of Libraries were already reporting to the Executive Director, along with the Senior Managers (AEDs)

in Finance, HR, Marketing, Washington, and now OMR. Additional future changes should be anticipated.

- With the departure of Jeff Julian, the Public Awareness Office will become ALA Communications and Marketing.

- The ALA Library and ALA Office for Research have been combined. There is a combined staff of 3 (vs. 5

previously), including 2 librarians and 1 library assistant. The focus of the reorganized unit will be special library services in support of ALA and its members, research guidance (e.g., for ALA groups wanting to survey members), and research review and curation (e.g., reports such as *The State of America's Libraries*).

Significant research projects will require contractual services.

- The ALA Governance Office will work with a staff of 3 (vs. 4.5 previously). This will require process streamlining, as well as effective collaboration between staff and member leaders.

- Reallocated positions have been shifted in the proposed FY2019 budget to ITTS and Development. The

ALA Washington Office has made internal shifts, reducing from 3 groups to two; positions have been shifted within the ALA Washington Office.

- Additional changes are probable as Management seeks to address the needs in areas such as IT and Marketing, and as the outlines of recommendations related to Membership, Communications and Organization Review become clearer.

Internal changes made to date are generally “neutral” in their impact on both the membership/communications study (just beginning) and the ongoing organizational review. That is, there is no

particular “solution” or set of recommendations assumed by any change to date. There is, however, an underlying assumption that some improved level of organizational simplicity and clarity must be achieved.

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3. Aligning Advocacy and Stronger Chapter/State relationships

ALA has a long and honorable history of work at the national policy level, focusing on areas including appropriations, copyright, first amendment-related issues (including privacy), government information, and

telecommunications (particularly as it pertains to equitable and open access to information). Over many decades, ALA has developed the critical top-level infrastructure needed to focus and support this work: the

ALA Committee on Legislation and its related subcommittees, the ALA Washington Office; a range of nationallevel

collaborations; an extensive and constantly evolving series of policy statements.

From its inception, ALA's governance structure has also recognized the critical role of state and regional associations. ALA current has 57 Chapters, representing all U.S. states as well as the District of Columbia, Guam, the U.S. Virgin Islands, and regional library associations in the Mountain Plains, New England, Pacific

Northwest and Southeastern regions. In addition, the AASL Affiliate Network includes 48 organizations representing school librarians, of which nine are part of an ALA Chapter, 38 are separate from ALA's chapters,

as is one “regional” affiliate (New England). ACRL also has 44 chapters, of which 13 are separate are separately

incorporated, and the remaining 31 are part of the state association. While each of these individual (and

legally-separate) associations has its own mission, each has at its core the support of libraries and the people who work in them, and the essential roles they play in their communities, universities and schools.

Governance links with ALA are currently situated in ALA Chapter representation on the ALA Council, as well as in the ALA Chapter Relations Committee, in the AASL Affiliate Assembly, and the ACRL Chapters Council.

Across the Association, as members and staff worked together to achieve or advance the mission of the Association, other collaborative groups, often informal, have evolved. These include such groups as the network of statewide intellectual freedom committees (ALA Office for Intellectual Freedom) and others. Internally, chapters and state affiliates have developed state legislative committees. Looked at collectively, this array of groups represents significant power – both realized and potential – to affect change for libraries and for the communities, schools, universities and businesses they serve.

Over the past decade, this wide array of state and regional groups has been supported by the ALA Office for Advocacy, working with the Chapter Relations Office and other ALA groups -- including the ALA Office for Intellectual Freedom and AASL, among others. OLA is guided and supported in this work by the ALA Committee on Library Advocacy. As at the national level, work is guided by an evolving series of policies, ranging over the breadth of the Association's interests. Advocacy training has been a core focus.

This current structure has been effective in responding to a broad range of initiatives and crises, from local to national. The present political and social environment, however, presents extreme challenges – challenges for which libraries, library people and the collaboratively-developed values of ALA and its members offer responses situated in both the shared and the unique needs of each community, campus and school.

Proposal for a Ground-Up Advocacy Structure

Summary Proposal: That ALA build – over the next 5 years – a national network of key advocates, at least one in each Congressional district, supported by ALA core resources in both Chicago and Washington DC, linked to and collaborating with – but not subsuming – the state networks existing within the various states, as well as a variable array of other ALA-based (or state-based) special focus networks.

This network structure will build on – and more effectively utilize – ALA's most significant strength: a national membership reaching into communities of all sizes and characteristics, supported by core resources – including governance structures, staff and communications infrastructure. This network structure will ground ALA's

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advocacy in community-based relationships and knowledge, and also magnify that impact through the network and through national communications. This recognizes a key factor: While ALA and the library ecosystem are

bound together by essential values and a fundamental belief in the importance of libraries to learning, libraries themselves are rooted in a local community – whether it be large or small – that shapes their application of broad principles and that is, in turn, shaped by the library. Basing a national advocacy structure firmly on this local base is an approach to stability in an increasingly unstable world. It strengthens the focus on local relationship-building, providing a solid foundation for national advocacy while strengthening libraries at the local level.

The National Network:

Key to the development of the network is the designation of a “Key Advocate” in each of the 435 Congressional District in the U.S. and the development and maintenance of a communications network that links each of them with core resources and each other, and with other networks and advocates within the district. Specifying a “key” advocate in each district creates a national network that is manageable in size. Connecting the national network to a state/local and specialized networks builds a rich environment in support of libraries and library workers, encourages the development of strong local ties – which benefits not only ALA and its national advocacy interests but individual libraries and state and local interests.

The proposed national network largely builds on (a) ALA’s strengths, (b) the collaboration of ALA Chapters and other statewide organizations and (c) the ground-up strategy that has been successful for a broad range of national organizations. It also builds on the often-expressed desire of many ALA members to be able to learn, network and participate locally -- and still feel like an essential and active part of a national association.

Key Advocate (ALA member)

The critical roles of the key advocate are:

- Receive information policy and other related resources from ALA. These may include background documents on library funding, information policy issues, intellectual freedom and privacy or other “values” issues. Background materials are developed by the ALA Washington Office, Office for Intellectual Freedom, Office for Library Advocacy, Office for Diversity, Literacy and Outreach, and others, as appropriate to the issue being raised.
- Receive information on training, including training from the ALA Washington Office, Office for Library Advocacy and others, as appropriate.
- Build a relationship at the Congressional District Office level – to benefit your library and other libraries in the District (in collaboration with others at the local and state level) and to support national advocacy. The first priority is to be sure that District Office staff (and the Congressional representative if possible) understand what the library(s) in the District do/can do for the District – the community at large, students of all ages, seniors, businesses, etc. – and what they need to be even more successful for their community. The second priority, necessarily building on the first, is to advocate on funding and issues relevant to all/many libraries.

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- Build relationships with other advocates in the District. Share background and training information where you can. Be known as an individual who is likely to have information and tips to share.
- Contribute stories illustrating library impact on the community/campus/school/business – and

the members of that “community,” however defined. (see ALA role – CRM)

- Alert ALA when issues arise within your District.
- Attend statewide legislative days, ALA’s national legislative days and other state and national events – when it is possible for you.

ALA Resource Hub

Critical ALA roles are:

- Maintain a current and open relationship with ALA Chapters, other statewide library groups (e.g., AASL Affiliates), other national groups within the library ecosystem, to enable collaboration on a broad range of issues, at various levels, depending on the mutual interests of the impacted organizations.
- Provide appropriate background documents, working with other groups as appropriate.
- Provide varied training and educational resources. Training events/products may be offered at no-charge, on a direct cost-recovery basis or on a revenue basis to support other functions. There will be a mix available, depending on the intensity and duration of training, the scope, the costs involved and other factors.
- Implement and maintain a CRM – software designed to track and support relationships. The CRM will enable ALA to capture information that is valuable in the advocacy process that cannot currently be contained in ALA’s association management system. The CRM will also enable ALA to maintain the network structure – the web of relationships. CRM packages currently being used extensively in the association environment already include APIs or web services to enable connections to the various association management systems (like ALA’s iMIS) currently being used. The CRM can/should include relationships within ALA (using the iMIS link) – and relationships that extend beyond ALA.
- Provide a point of contact – a primary staff contact – and core resource contacts for the “Key Advocate” in each District.

State Networks

The ALA’s national advocacy network will work most effectively if developed collaboratively with the ALA

Chapters and other statewide networks. In some states, there will be a single chapter. In others, there may be

multiple groups. Some states will also be participants in regional associations.

To use one example:

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Ohio has 16 Congressional Districts – and in the same geography 33 State Senate Districts and 99 State Representative Districts. There are 3 primary statewide associations:

- The Ohio Library Council is the official ALA Chapter. Its focus is on public libraries.
- The Ohio Educational Library Media Association is an AASL Affiliated association focused on school libraries.
- The Academic Library Association of Ohio is an ACRL affiliate, focused on academic libraries.

Other National and State Networks

Within most states, there will also be other networks. Staying with the Ohio example, for instance, there is an

Ohio Health Sciences Library Network. While not within ALA’s core membership area, health sciences library

networks – to use just one example – may be valuable allies on certain issues and have a shared focus on the well-being of the community. ALA itself has developed other networks. The network of State Intellectual Freedom committees and supporters is a significant example.

Local Groups

At the local level, Boards of Trustees and Friends are fundamental to state and national advocacy.

United for

Libraries, an ALA Division, provides extensive resources to support local groups, as well as training and networking.

Implementation

ALA has many members who have expressed interest in engaging with their communities and advocating on behalf of their library and community. Many have engaged in professional development and training that

provides a foundation in process and theory for this work. This base of interested and informed members is a

significant national asset. Examples of contributing groups and programs are:

- Over 700 individuals in 15 states, plus the 2018 Midwinter Meeting and a New England regional group, have participating in Advocacy Boot Camps, developed and delivered by the ALA Office for Library Advocacy and the ALA Office for Intellectual Freedom. There are Boot Camps scheduled in 5 more states.
- Over 2,000 libraries or other organizations nationwide have participated in training focused on “turning outward” to the community and its needs, using a variety of methodological approaches, in trainings coordinated and delivered by the ALA Public Programs Office.
- Over 9,000 libraries and library staff are currently signed on to and active participants in the Libraries Transform campaign.
- Thousands of libraries and library staff have participated in major PLA programs (funded by the Bill & Melinda Gates Foundation) that focused on developing skills to tell the library story and to build local networks to support libraries. (Turning the Page, Project Outcome and others)
- On average, over 400 individuals participate annually in the ALA Library Legislative Day, organized and facilitated by ALA’s Washington Office. Many others participate virtually.
- 12 carefully-selected individuals – spread across the country – participated in the initial class of the Policy Corps, sponsored by 2017-18 ALA President Jim Neal, the ALA Washington Office and ALA Divisions. <http://www.ala.org/advocacy/ala-policy-corps>
- Still others are active participants in various state Intellectual Freedom Networks.

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· Yet others – some of whom will be ALA members – are active in state legislative committees and other groups.

On the ALA staff side of the equation, two connected groups will take the coordinating responsibility: the ALA

Washington Office (in DC) and the ALA Office for Library Advocacy (in Chicago). Support will also come from

the ALA Chapter Relations Office; the Office for Intellectual Freedom; Office for Diversity, Literacy and Outreach Services; the ALA Public Awareness Office; United for Libraries; AASL; ACRL; and, PLA.

Potential Governance Review Impact

Current modeling assumes the continued, important participation of current ALA committees: The Committee

on Legislation, the Committee on Library Advocacy, and the Public Awareness Committee. Interaction between

these core committees would be highly desirable. Other groups may be involved selectively in relation to

specific issues or concerns – e.g., the Intellectual Freedom Committee, Committee on Diversity and ALA Divisions.

While planning is in the early stages, and still requires extensive consultation, two specific recommendations

are currently being considered.

- Based on the experience of a variety national advocacy organizations which successfully manage ground-up networks, individual staff will be assigned “primary” responsibility for specific geographic pieces of the network, to support relationship and knowledge-building.

- Development of an initial “proof of concept” approach in 4-6 states is recommended. These should involve both states with full-time ALA State Chapter staff and states without.

Member surveys have consistently shown a desire by members to participate in ALA – but to do so more locally. This is responsive to that interest. As this work moves forward, however, there remain questions to be

explored:

- What is the potential impact on membership structure and participation?
- Will this approach—as we think likely—drive deeper engagement with the Association?
- Can we create and curate both free and fee content to support continual development?
- Where will we need to develop additional internal/external organizational and communications protocols to guide a dispersed network?

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APPENDIX 2: Midwinter 2018 Discussion Document (with 6 additional appendices)

American Library Association

Organizational Effectiveness Discussion

2018 Midwinter Conference – Denver, CO

In the [November/December issue of American Libraries](#), ALA President Jim Neal called on members of the

association to consider the 21st century effectiveness and agility of an organization whose constitution, bylaws,

and policies date back over 140 years. President Neal suggested a review of ALA’s organizational effectiveness

with the goal of revitalizing the association.

A process of review must incorporate the perspectives, interests, and contributions of a wide variety of stakeholders and affiliated groups. It must be mission-driven and embrace our core values. It must

focus on member development and engagement, and on encompassing the complexity of voices that enrich ALA. -Jim Neal, *American Libraries*, Nov. 1, 2017

The ALA Executive Board calls upon ALA Council, Committees, Round tables, Divisions, and the myriad of Communities of Practice inside and outside the association to consider what it would take to align ALA's organizational structure, policies, and rules with the Association's 21st century values, key action areas, and strategic directions.

The Executive Board is indebted to the excellent work of the Library Leadership and Management Association

Division (LLAMA) whose recent re-organization helped create some guiding principles and templates for an ALA-wide effort.

ALA's Mission

"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."

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Guiding Principles of Our Work

1. We will build upon ALA's strengths
2. We will focus on ALA's Strategic Directions—Advocacy; Information Policy; Professional & Leadership Development; Equity, Diversity, and Inclusion
3. We will enable open, flexible, and easy member engagement
4. We will simplify and streamline process
5. We will ensure a governance and coordinating structure that enables members and staff to be effective, engaging in meaningful and productive work
6. We will empower member engagement
7. We will adopt a new mindset
8. We will optimize use of ALA staff time
9. We will experiment and try new approaches; we will learn from our experiences and be intentional about assessment
10. We hope to be a model of innovation for professional associations

Why Address ALA Governance, Bylaws, and Policies?

1. Members are confused by the structure and feel disconnected from the association.
2. New members are equally confused and intimidated by ALA's monolithic structure and practices that favor established, well-connected, and well-funded members. They don't see entry points for participation and question the value of membership.
3. ALA has suffered significant membership declines since the 2008 recession, falling 17% from 2008 numbers of 61,262 personal members to 50,570 personal members in December 2017 (these numbers do not include organizational and corporate memberships, which put the overall decline at 13%).
4. Employment in the library sector (defined by the Bureau of Labor Statistics) declined by approximately 15% between 2007 and 2013 - a loss of 60,000 jobs, of which 20,000 were degreed librarians.
5. The structure has become overly complex:
 - 37 ALA and ALA Council Committees

- 29 Round Tables and Member Interest Groups
- 56 Chapters, 27 Affiliates, and 4 Related Groups
- 11 Divisions with their own Committee, Section, Task Force, and Community of Practice structures

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6. The ALA Constitution, Bylaws, and Policy Manual that govern our process and organizational procedures have not kept pace and are misaligned with ALA Core Values, Strategic Directions, and Key Action Areas.

ALA Council Discussion

For the purposes of discussion, Council members should consider three aspects of reorganization—**Goals,**

Specific Activities or Actions, and **Expected Outcomes.** It’s best if the actions and outcomes are aligned.

Discussion Questions

1. What does our ideal organization do?
2. What does our ideal organization look like?
3. What are 3 ways we can get there?

Using the above questions, fill in the blanks for your 3 ways we can attain our ideal organization:

“We will do _____, in order to _____, so that _____.”

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APPENDIX 1 - ALA Organizational Relationships

ALA

Chapters ALA Membership ALA Affiliates

ALA COUNCIL

ALA Executive Board

11 Division

Boards of Directors

20 Round Table

Executive Officers

ALA Divisions

ALA Round Tables

ALA Executive

Director

ALA Staff: Chicago, Washington DC, Philadelphia

(United for Libraries), Middletown CT

(ACRL/CHOICE)

ALA Council

Committees

(Standing)

ALA Standing

Committees

ALA Organizational Relationships

ALA-APA

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APPENDIX 2 - ALA and ALA Council Committees

ALA COMMITTEES

Accreditation

American Libraries Advisory

Appointments

Awards

Chapter Relations

Conference

Constitution & Bylaws

Diversity, Literacy, & Outreach Services Advisory

Election
Human Resources, Development & Recruitment Advisory
Information Technology Policy
Literacy
Membership
Membership Meetings
Nominating
Public & Cultural Programs Advisory
Research & Statistics
Rural, Native, & Tribal Libraries of All Kinds
Scholarship & Study Grants
Training, Orientation, & Leadership Development
Website Advisory

ALA COUNCIL COMMITTEES

BARC
Committee on Committees
Committee on Diversity
Committee on Education
Committee on Legislation
Committee on Library Advocacy
Committee on Organization
Committee on Professional Ethics
Committee on the Status of Women in Librarianship
Council Orientation Committee
Intellectual Freedom Committee
International Relations Committee
Policy Monitoring Committee
Public Awareness Committee
Publishing Committee
Resolutions Committee

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APPENDIX 3 - ALA Divisions, Round Tables, and Member Interest Groups

Divisions

American Association of School Librarians (AASL)
Association for Library Collections and Technical Services (ALCTS)
Association for Library Service to Children (ALSC)
Association of College & Research Libraries (ACRL)
Association of Specialized & Cooperative Library Agencies (ASCLA)
Library & Information Technology Association (LITA)
Library Leadership & Management Association (LLAMA)
Public Library Association (PLA)
Reference & User Services Association (RUSA)
United for Libraries (Trustees, Friends, Foundations)
Young Adult Library Services Association (YALSA)

Round Tables

Ethnic & Multicultural Information Exchange Round Table (EMIERT)
Exhibits Round Table (ERT)
Federal and Armed Forces Libraries Round Table (FAFLRT)

(At the 2018 MW, ALA Council approved the dissolution of the Federal and Armed Forces Libraries Round Table, FAFLRT, and its subsequent merger with the Association of Specialized and Cooperative Library Agencies, ASCLA, to form the Association of Specialized, Government, and Cooperative Library Agencies, ASGCLA. The anticipated merger date is September 1, 2018.)

Games & Gaming Round Table (GAMERT)
Gay, Lesbian, Bisexual, and Transgender Round Table (GLBTRT)
Government Documents Round Table (GODORT)
Intellectual Freedom Round Table (IFRT)
International Relations Round Table (IRRT)
Learning Round Table (LearnRT, formerly CLENERT)
Library History Round Table (LHRT)
Library Instruction Round Table (LIRT)
Library Research Round Table (LRRT)
Library Support Staff Interests Round Table (LSSIRT)
Map and Geospatial Information Round Table (MAGIRT)
New Members Round Table (NMRT)
Retired Members Round Table (RMRT)
Round Table Coordinating Assembly
Social Responsibilities Round Table (SRRT)
Staff Organizations Round Table (SORT)
Sustainability Round Table (SustainRT)
Video Round Table (VRT)

(During the 2018 ALA spring election, the VRT membership voted to change its name from Video Round Table, VRT, to Film and Media Round Table, FMRT.)

Member Interest Groups (MIGs)
Diversity
Entrepreneurship and Maker Spaces
Graphic Novels & Comics in Libraries
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Librarians Build Communities
Libraries Foster Community Engagement
Programming Librarian Interest Group (PLIG)
STEM in Libraries
Virtual Communities and Libraries

APPENDIX 4 - ALA Chapters, Affiliates, & Related Groups

[ALA AFFILIATES](#) Georgia Library Association
[American Association of Law Libraries](#) Hawaii Library Association
[American Indian Library Association](#) Idaho Library Association
[Association for Information Science and Technology](#) Illinois Library Association
[American Theological Library Association](#) Indiana Library Federation
[Art Libraries Society of North America \(ARLIS/NA\)](#) Iowa Library Association
[Asian/Pacific American Librarians Association](#) Kansas Library Association
[Association for Library and Information Science Education](#) Kentucky Library Association
[Association for Rural and Small Libraries](#) Louisiana Library Association
[Association of Bookmobile and Outreach Services](#) Maine Library Association
[Association of Jewish Libraries](#) Maryland Library Association
[Association of Research Libraries](#) Massachusetts Library Association
[Beta Phi Mu](#) Michigan Library Association
[Black Caucus of ALA](#) Minnesota Library Association
[Catholic Library Association](#) Mississippi Library Association
[Chinese American Librarians Association](#) Missouri Library Association
[The Joint Conference of Librarians of Color](#) Montana Library Association
[Latino Literacy Now](#) Nebraska Library Association
[Library and Information Association of New Zealand Aotearoa](#) Nevada Library Association
[Medical Library Association](#) New Hampshire Library Association

[Music Library Association](#) New Jersey Library Association
[National Storytelling Network](#) New Mexico Library Association
[Online Audiovisual Catalogers](#) New York Library Association

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[Patent and Trademark Resource Center Association](#) North Carolina Library Association
[ProLiteracy Worldwide](#) North Dakota Library Association
[REFORMA](#) Ohio Library Council
[Seminar on the Acquisition of Latin American Library Materials](#) Oklahoma Library Association
[Theatre Library Association](#) Oregon Library Association
Pennsylvania Library Association
ALA RELATED GROUPS Rhode Island Library Association
ALA Allied Professional Association South Carolina Library Association
Freedom to Read Foundation South Dakota Library Association
Merritt Humanitarian Fund Tennessee Library Association
Sister Libraries Texas Library Association
Utah Library Association

ALA CHAPTERS Vermont Library Association
Alaska Library Association Virgin Islands Library Association
Arizona Library Association Virginia Library Association
Arkansas Library Association Washington Library Association
California Library Association West Virginia Library Association
Colorado Association of Libraries Wisconsin Library Association
Connecticut Library Association Wyoming Library Association
Delaware Library Association Mountain Plains Library Association (MPLA)
District of Columbia Library Association New England Library Association (NELA)
Florida Library Association Pacific Northwest Library Association (PNLA)
Guam Library Association Southeastern Library Association (SELA)

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APPENDIX 5 - ALA Kitchen Table Conversations

ALA Kitchen Table Conversations: Narrative Summary – Midwinter 2017

Beginning at the Annual Conference 2013, ALA has held a series of kitchen-table style conversations, to increase our understanding of member and attendee aspirations for the “ALA community.” Feedback from

those conversations has been summarized in narrative form and shared back with members of the community.

Each successive cycle of conversations has contributed to this shared or **public knowledge**.

People want a welcoming, inclusive, engaged, relevant and supportive organization. But they’re concerned

that ALA’s complexity makes it difficult to navigate and that ALA needs to be more welcoming to new members

and new ideas. As people talk more about these concerns, they talk about silos, having too many choices and

too much “noise,” and about bureaucracy. They say we need to concentrate on building relationships and on

developing a sense of community; we need more focus; and we need to continue the conversations.

They say members need flexible ways to participate meaningfully and that ALA should be a “safe place” to

learn and grow. If we worked on this together – ALA leadership, Division leadership, Round Table leadership,

and staff – they would be more likely to trust the effort and step forward to help. People are more likely to

trust leaders who can work together collaboratively in stressful times. Overall, people believe we are stronger

together and have more in common than we realize; but, at the same time, they want their differences heard

and acknowledged. (Fall 2014)

By June 2015, these themes were still important. Conversation participants noted that the kitchen table conversations are helping. Conversations notes indicate they know that ALA is listening and taking action, and

change is beginning to happen. There was also acknowledgement that given the size and complexity of the ALA

community, change will happen in different places and at different rates as community members work together. Sharing stories of progress and lessons learned will be essential to moving the whole community

forward. People indicated that they have a sense of hope and recognize that their aspirations require big change – and big changes take some time.

In the June 2015 conversations in San Francisco and January 2016 in Boston, participants were asked to be

very specific about ways that would help members connect and engage more simply. Several major themes or

“findings” emerged. The following “Finding Statements” summarize each of those themes.

Finding Statement 1: People who have found their place in the ALA community frequently reference the importance of a mentor or experienced peer in their engagement process:

- Participants recognized that mentoring every member is not a feasible goal, but substantive connections with peers, welcoming them to the ALA community, are desired.

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- People talk about the moment they found their community within the ALA membership and how energizing that is. Once they find their first community, they see opportunities to connect with other ALA groups. This metaphor suggests the importance of the pathways priority described above.

- The more membership opportunities are tailored to the member, the more welcoming the association feels. For targeted communications to happen, members are willing to provide additional personal communication.

- Greater transparency in the committee appointment process and access to committee work opportunities are desired.

Finding Statement 2: Members are also looking for more direct relationships with staff across the organization.

- There is a lack of understanding about what specific ALA staff do (aside from conference planning).

- Recognizable staff help give members a greater sense of access.

- ALA staff are accessible, easy to approach.

Finding Statement 3: Some members don’t feel they are on the membership map in a meaningful way (e.g.,

paraprofessionals and library support staff, the unemployed and job seekers, consultants) and are searching

for their pathways to participation.

- “We could use more round table dedication to support staff and more mentoring among non-librarians

around ALA, career development within specific contexts, being respectful of career choices and why some people don’t want to get an MLIS.”

- Participants urged more attention to those in “less traditional job paths,” including more inclusive language, inclusion on “drop-down” menus and wider participation pathways. These were also mentioned in relation to job seekers, free-lancers and support staff.

- Find ways to integrate chapter members; to bring them into ALA membership.

Finding Statement 4: People want to be more personally engaged but are unsure about how to make the connections between themselves, the organization, and the field.

- We need more stories about libraries having [community] conversations that made a difference; doing things differently – and the results (what changed).
- Reporting out on the Kitchen Table Conversations will help advance the change conversation.
- Specific outreach to library school faculty may help with perceptions of ALA and pathways to engagement for members.
- “Help us navigate.” What are the priorities? What should we pay attention to across our various interest groups?
- Participants recognized there is a “lot of CE out there,” but also believe that ALA “hasn’t done a great job integrating it.” It does not seem to them to be well coordinated. There doesn’t appear to be a “CE plan.” Participants wanted more structure, more depth and less “scattershot.”
- Involvement in ALA should not be equated with serving on a committee. There should be multiple ways to contribute.
- There is interest in more venues for informal connection and social activities.
- Try pre-recorded welcome & orientation webcasts for new members to access – ALA and Divisions.
- Can we consider holding KTCs in an “open area” – e.g., the Uncommons – rather than a closed group – so people could “drop in”?

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Finding Statement 5: People acknowledge the changes within ALA but they don’t quite see a clear direction

yet. They value the variety of perspectives. They see a need to balance institutional memory and future forward change.

- The feedback loop is critical.
- Many people are trying – but it sometimes seems like “throwing spit balls and seeing what sticks.”
- “We need to hold together or we’re all going to fall apart.”
- “I like ALA because I like to stretch out and get perspective that I would never get in my tiny little bubble.”
- We need to do a better job of reporting out about the conversations.
- A positive cultural change in ALA Council was noted -- “more respectful and mission aligned.”

Finding Statement 6: When asked about sharing personal information “upfront” in order to get targeted information more quickly, responses are ambivalent.

- Privacy is a clear concern.
- “Fraught relationship with vendors.”

Finding Statement 7: There is a strong consensus that a “simpler” ALA would be desirable – but not yet a clear

consensus around what “simpler” would look like.

- Persistent use of acronyms is “off-putting.”
- There is a lot of duplication and fragmentation.
- Various parts of the Association aren’t familiar with what the other parts are doing.
- We need to think of the organization “like a Prezi presentation.”
- “Integrate the organization of ALA into the information architecture of the website.” Make it graphical if possible.
- All relevant information should be linked in one place.
- More standardization – including pricing.
- Make it easier to get involved.
- Create clear pathways to leadership.

- Provide a “snapshot” of ALA organization.
- Consider a password that isn’t the membership number.
- There is a sense of not knowing “the rules” – of conference, of ALA.

In the Midwinter 2016 cycle of Kitchen Table conversations, participants were asked to be very specific about

ways they believe ALA can be more “welcoming, inclusive, engaged, relevant and supportive.” Some additional

themes are “finding statements” emerged.

Finding Statement 8: Community building is a critical, ongoing activity.

- Members see in the ALA Community a way to “move the profession forward continuously.”
- We should work more closely with graduate LIS programs, with a clear plan for communication and integrating students into the profession.
- The Kitchen Table Conversations are positive. They should be easier to stumble across.
- Acronyms are barriers to someone seeking to enter the community.
- We should consider doing “virtual” Kitchen Table Conversations – so more members can participate.

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- Members of the ALA Community like feeling “a part of something bigger.”
- Members want a “community of friends.”
- “Members need to be stakeholders.”
- “We need to hold together or we’re all going to fall apart.”

Finding Statement 9: There needs to be a pathway to participation and leadership for every member.

- There needs to be a clear process that is accessible to all members, “an even path for all members.”
- ALA’s organizational diversity is a strength – but also creates confusion.
- There is “too much duplication and fragmentation now.”
- “I need a snapshot of how ALA is organized.”
- We need to “go to” place for new members at conferences.
- It’s too hard to find all the information you need to work within ALA. “Seems like everything is in different places.”
- Leadership training is inconsistent.

Finding Statement 10: We need to balance face-to-face and virtual connection and community building.

- ALA needs to help employers see the value in supporting participation.
- Differences between groups make it hard to work.
- Sometimes when groups decide not to meet at conferences, people who had participated feel they lose connection. At the same time, people understand that many people aren’t able to participate face-to-face, at least not consistently. Some bridging is desired.
- Hold a digital Activities Fair.
- There are still barriers to digital participation – inconsistent quality and content, different platforms, lots of “red tape,” lack of coordination across units.
- The website should help members understand the organization.

At the 2017 ALA Midwinter Meeting in Atlanta, there will be four Kitchen Table Conversations. They will focus

on a key aspect of inclusion: accessibility for people with physical, mobility, visual, auditory or cognitive disabilities. How do we create products, services and environments that are usable by people with the widest

possible range of abilities, so that people with disabilities may participate fully in the life of the ALA community?

1-24-2015mg

5-3-2016mg

1-14-17mg

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APPENDIX 6 - ADDITIONAL RESOURCES

ALA Constitution - <http://www.ala.org/aboutala/governance/constitution/constitution>

ALA Bylaws - <http://www.ala.org/aboutala/governance/constitution/bylaws>

ALA Policy Manual - <http://www.ala.org/aboutala/governance/policymanual>

[ALA OrgChart](#)

[LLAMA Reorganization Information](#)

- LLAMA 101 Presentation (LLAMA 101 Presentation.ppt)
- LLAMA Task Force – Guiding Principles (LLAMA - TF Guiding Principles.doc)
- LLAMA Town Hall Reorg Handout (LLAMA - MW17 Reorg Town Hall Handout.doc)

Appendix C ALA 2018 Leadership Talking Points

1

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 end, 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.

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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:

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- 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 “overcommunicating” 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 4

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.

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- 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-askedquestions/>

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-advisorycommittee-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.

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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

Including:

Personal 53,514 50,907

Organizational 5,210 5,523

Corporate 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

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Association for Specialized & Cooperative

Library Agencies (ASCLA) 761 788

Library & Information Technology Association (LITA) 2,409 2,497

Library Leadership & Management Association

(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

6/19/2018 mghikas