

## 9. RELATIONSHIPS TO OTHER ORGANIZATIONS

### 9.1 The Use of ALA's Name and Joint Relationships

The American Library Association is a nonprofit organization operated in the interest of libraries and to promote library service and membership.

All ALA units are responsible to Council which determines policies. Council's actions, however, may be overset by the membership. Therefore, primarily and ultimately the responsibility for the use of the American Library Association name rests with the aggregate membership.

The Association is governed by Council and administered by the Executive Board, which in its role as central management board, appoints the executive director, who is in charge of headquarters and its personnel.

The executive director delegates authority within ALA headquarters to ALA's department heads, who, in carrying out their assigned duties, are called upon to use ALA's name and, in that name, to commit the Association to programs, activities, and binding agreements.

Divisions are empowered by ALA's bylaws "to act for the ALA as a whole on any matter determined by Council to be the responsibility of the division." Authority for acting on behalf of the division rests with that division's executive board.

Round tables, membership initiative groups, and committees, do not have this constitutional authority.

The American Library Association's Executive Board, divisions, executive director, and department heads (consisting of the associate executive directors for the Washington Office, Communications, Finance, Member Programs and Services, Publishing, and Staff Support Services) who must use ALA's name in executing their responsibilities or in entering into joint relationships with other organizations abide by stated ALA policies and the following principles:

1. ALA's primary objective for entering into joint relationships with other organizations and business enterprises should be:

- 1) To help the Association achieve its mission to promote and improve library and information services and librarianship, or to assist libraries in achieving their mission.
- 2) To fulfill a specific need related to current ALA goals and objectives or to contribute in a significant way to the cooperating organization while using ALA's name and its resources effectively.

3) To benefit as much as possible from a reciprocal relationship in the form of finances, expertise, experience, public relations, or other advantages.

2. Joint relationships should be entered into with other organizations and business enterprises whose strength and reputation have been evaluated.

3. Effective joint relationships are based on the following criteria:

- 1) The relationship is, as much as possible, reciprocal in that there are mutual needs and a sharing of purposes.
- 2) The structure and level of the relationship represents the best method of accomplishing the purpose or meeting the need.
- 3) The appropriate personnel are available and the time and talent are being or will be used effectively.
- 4) Costs in time and money are justified by the results.
- 5) Useful reporting devices are designed and used.
- 6) The need for the relationship is evaluated periodically.

4. Formal joint relationships require a written agreement which, among other things, specifies that ALA retains control of the use of its name and that reports and evaluations be made periodically.

5. Joint relationships with other organizations or business enterprises do not necessarily imply ALA endorsement of their policies, products, or services.

6. None of the American Library Association's published reports, findings, etc., shall be circulated under the imprint of the cooperating agency without the permission of the Association. The ALA Publishing Committee shall control the use of the ALA imprint.

While endorsements, or boycotts, by the American Library Association are not explicitly authorized in the Constitution and Bylaws, implicit authorization can be derived from the Constitution, Article VI (a) and (b).

Commendations honoring outstanding efforts of an individual, institution, or organization may be issued in the name of the Association by Council or units designated by Council through a formal resolution. (See Policy Manual 5.3(15): Memorial resolutions, tributes, and testimonials.)

PMC/2

ITEM #2  
PM, p. 131

**Policy 12 Organization Membership Dues and Perquisites:**  
Revise the levels for Corporate Members, as follows:

*Corporate Members:*

*Library Champion: Dues \$5,000 annually*  
*Benefactor: Dues \$2,000 annually*  
*Patron: Dues \$1,000 annually*  
*Contributor: Dues \$350 annually*

*The benefits to corporate members in each of these categories are available from the Membership Office. (See Current Reference File for details).*

[This is to accomplish the intent of 1994-95 CD#29, which Council adopted at the 1995 Annual Conference.]

ITEM #3 Relationships to Other Organizations. Change the wording of the line 1.  
PM, p. 130 before 9.1.1 to read:



"The American Library Association's Executive Board...who must use ALA's name in executing their responsibilities or in entering into joint relationships with other organizations abide by stated ALA policies and the following principles:...."

[This is to correct a typographical error.]

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THE USE OF ALA'S NAME AND  
JOINT RELATIONSHIPS (TO REPLACE POLICIES 9.1 AND 9.2 IN POLICY MANUAL)  
(Based on a draft prepared by ALA Department Heads  
and William Gosling for COO [ex-COO 1987])

CP 66 at 1988 AC

The American Library Association is a non-profit organization operated in the interest of libraries and to promote library service and librarianship.

All ALA units are responsible to Council which determines policies. Council's actions, however, may be overset by the membership. Therefore, primarily and ultimately the responsibility for the use of the American Library Association name rests with the aggregate membership.

The association is governed by Council and administered by the Executive Board, which in its role as central management board, appoints the executive director, who is in charge of headquarters and its personnel.

The Executive Director delegates authority within ALA headquarters to ALA's Department Heads, who, in carrying out their assigned duties, are called upon to use ALA's name and in that name, to commit the association to programs, activities, and binding agreements.

Divisions are empowered by ALA's bylaws "to act for the ALA as a whole on any matter determined by Council to be the responsibility of the division." Authority for acting on behalf of the division rests with that division's executive board.

Round tables, membership initiative groups, and committees do not have this constitutional authority.

The American Library Association's Executive Board, Divisions, Executive Director, and Department Heads (consisting of the Deputy Executive Director and the Associate Executive Directors for the Washington Office, Administrative Services, Publishing Services, Communication Services, and Fiscal Services) who must use ALA's name in executing their responsibilities or in entering into joint relationships with other organizations abide by stated ALA policies and the following principles:

1. ALA's primary objective for entering into joint relationships with other organizations and business enterprises should be:
  - To help the Association achieve its mission to promote and improve library and information services and librarianship, or to assist libraries in achieving their mission.
  - To fulfill a specific need related to current ALA goals and objectives, or to contribute in a significant way to the cooperating organization while using ALA's name and its resources effectively.

Adopted by Council  
at the 1988 AC

- To benefit as much as possible from a reciprocal relationship in the form of finances, expertise, experience, public relations, or other advantages.
2. Joint relationships should be entered into with other organizations and business enterprises whose strength and reputation have been evaluated.
  3. Effective joint relationships are based on the following criteria:
    - The relationship is, as much as possible, reciprocal in that there are mutual needs and a sharing of purposes.
    - The structure and level of the relationship represents the best method of accomplishing the purpose or meeting the need.
    - The appropriate personnel are available and the time and talent are being or will be used effectively.
    - Costs in time and money are justified by the results.
    - Useful reporting devices are designed and used.
    - The need for the relationship is evaluated periodically. (See "Current Reference File" for full original text.)
  4. Formal joint relationships require a written agreement which among other things specifies that ALA retains control of the use of its name and that reports and evaluations be made periodically.
  5. Joint relationships with other organizations or business enterprises do not necessarily imply ALA endorsement of their policies, products, or services.
  6. None of the American Library Association's published reports, findings, etc., shall be circulated under the imprint of the cooperating agency without the permission of the Association. The ALA Publishing Committee shall control the use of the ALA imprint.

While endorsements, or boycotts, by the American Library Association are not explicitly authorized in the Constitution and Bylaws, implicit authorization can be derived from the Constitution, Article VI, (a) and (b). Such endorsements, (Example: Policy Manual 53.2, p. 242) and boycotts (Example: Policy Manual 57.3, p. 246) have taken place.

Commendations honoring outstanding efforts of an individual, institution, or organization may be issued in the name of the Association by Council, or units designated by Council through a formal resolution. (See Policy Manual 5.4 15/Memorial resolutions, tributes and testimonials, p. 226)

COUNCIL MINUTES  
Annual Conference  
July, 1988

adoption of the item with the understanding that all appointments to Council committees must be through the Council Committee on Committees. Councilor Norman Horrocks moved adoption of the Action Item. Councilor Ann Eastman said that she supported the motion but noted that LAMA has had interns for several years; she wanted to know if those internships counted as a committee appointment. Ms. Sedney replied in the affirmative and stated that it would be suggested that other committees adopt the excellent process already followed by LAMA and those other units with existing programs. Council

VOTED, To adopt Action Item 2, that a two-year trial period be established for the Membership Committee's internship proposal, that internship positions be established on those ALA committees which are willing to participate on an experimental basis during the 1989/90 and 1990/91 terms, that the divisions and round tables of ALA be encouraged to continue or establish internship positions on their respective committees, and that all appointments to Council Committees must be through the Council Committee on Committees; at the end of the two-year trial period, the proposal will be returned to COO for evaluation and recommendations.

CD#66

Ms. Sedney then presented the document on the use of ALA's name. President Chisholm stated that the Executive Board had voted to endorse the statement on the use of ALA's name to replace policies 9.1 and 9.2. She noted that in the Board's discussion, some concern was expressed as to the phrase "act for the ALA as a whole," but that this was the terminology as stated in the Bylaws. Councilor Horrocks moved adoption of the statement, but asked that one editorial correction be made: that the phrase "See Current Reference File for full original text" at the end of item 3 be struck. Councilor Bernard Margolis felt the statement was incomplete because it did not address the use of ALA's logo, among other matters. Councilor Linda Pierce asked if paragraph 6 meant that round tables, membership initiative groups, and committees could not act on behalf of themselves. Sedney stated certain footnotes had been removed from the document which had clarified just such points, but that Councilor Pierce's specific questions was, indeed, not addressed directly in the Constitution and Bylaws. Sedney stated that there are many components which have not been defined by Council, but that COO does not have the authority to go beyond Council. Thus, this document means that round tables and the other groups named in paragraph 6 cannot speak for the organization as a whole; they can, however, speak for themselves. Council then

VOTED, To adopt Action item 3 on the use of ALA's name, with one editorial change suggested by Councilor Horrocks: to remove

the reference to "(See Current Reference File' for full original text)" in #3.

REPORT OF COPES. Chair Agnes Griffen gave a report for information only. She discussed the status of the Operating Agreement and stated that COPES had decided to develop a set of key guiding principles which could be translated through some kind of matrix into a model which would allow COPES to determine the financial implications of each policy and its variations. Griffen noted that she was reporting verbally because a preliminary statement would be drafted by the division leaders. The preliminary principles with which COPES is beginning to work are as follows:

1. ALA values all divisions equally.
2. ALA provides a base of support for each division equally.
3. Membership dues are at the core of ALA programmatic and financial structure.
4. The greater the participation through membership in ALA and its division membership units, the stronger ALA and its divisions will be. Membership recruitment should be our highest priority as a revenue-generating activity.
5. ALA must provide a flexible way for the divisions and the Association to control costs.
6. ALA must reduce the incentive for generating revenues for revenues' sake. The premium should be on looking at the value of the program and then determining the appropriate funding mix, not on what the program will make.
7. Simple is better. We need to delete as much bureaucracy as possible in our budgeting process, particularly while maintaining accountability and sound financial management.
8. Long-range financial planning is necessary and budgets should be considered in a multi-year framework.
9. Division staff and ALA staff should be involved in ALA-wide activities and ALA staff should contribute to division programs and needs when appropriate.
10. Budget priorities and tradeoffs should be decided at the lowest or most appropriate level.

TELLERS REPORT. The report on elections to the Committee on Committees and to the Planning and Budget Assembly, presented by Christine Carr Young, Chair, is attached as Exhibit 3.

President Chisholm thanked Elizabeth Futas, retiring member of the Executive Board.

Councilor Estelle Black thanked retiring American Libraries editor Lois Pearson.

NEW BUSINESS.

RESOLUTION ON INFORMATION POWER (CD#67 - Exhibit 21). Councilors Evie Wilson Lingbloom/Barbara Froling Immroth moved adoption of the resolution. Councilor J. Linda Williams moved that the resolution be amended by adding the words

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AMERICAN LIBRARY ASSOCIATION

Item: RELATIONS WITH OTHER ORGANIZATIONS Item Number: 216.10  
 Approved by: ALA Council Page: 1 of 4  
 Issue Date: Jan. 1974 Supersedes: \_\_\_\_\_

ALA Relationships with Other National and International Organizations

This statement has been developed for the following purposes:

1. To clarify the available categories of relationships with other organizations and to insure that the best relationship is maintained for each specific need.
2. To provide a basis for judging the value of establishing new relationships and discontinuing established relationships as occasions arise and to promote clearer statements of new arrangements.
3. To be sure that financial considerations are taken into account when both old and new relationships are judged.
4. To give guidance to those units and members involved in providing links with other organizations.

ALA maintains relationships with other organizations in order to work cooperatively in the promotion of mutual interests. The various types of such relationships and the general functions which they serve are as follows:

Functions:

1. Continuing communication
2. Problem solving and action
3. Providing and/or receiving expert advice and information

Structures

1. Joint Committees
2. Representatives to ALA from other organizations
3. Representatives from ALA to other organizations
4. Affiliation of ALA with other organizations
5. Affiliation of other organizations with ALA
6. Advisory committees

CRITERIA

Existing and contemplated new relationships between ALA and other organizations should be evaluated against the following criteria. COO intends to evaluate ALA relationships with other organizations using these criteria.

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AMERICAN LIBRARY ASSOCIATION

Item: RELATIONS WITH OTHER ORGANIZATIONS Item Number: 216.9  
 Approved by: ALA Council Page: 1 of 1  
 Issue Date: June 1969 Supersedes: \_\_\_\_\_

National Education Association

Council, June, 1969, approved the proposal of the American Association of School Librarians that its status in NEA be altered from that of department to that of an associated organization.



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The relationship should be continued or entered into only if:

1. There is a specific need related to current ALA priorities, program, or a planning function.
2. ALA participation results in positive progress for ALA and/or permits ALA to make a significant contribution to the cooperating body.
3. ALA is the proper organization to provide to the cooperating agency what that agency needs.
4. The relationship is, as much as possible, reciprocal in that there is a mutual need and sharing of purpose with development of jointly beneficial activities.
5. The structure and level of the relationship represent the best method of accomplishing the purpose or meeting the need.
6. The appropriate personnel is available, and the time and talent are being or will be used effectively.
7. Costs in time and money are justified by the results.
8. Useful reporting devices are designed and used.
9. ALA will make use of the reports.
10. There is periodic evaluation of the need for the relationship.

JOINT COMMITTEES

Authority. Established, in accordance with Bylaws Article IX, Sec. 6, by Council on recommendation of the Committee on Organization. Joint committees may be set up (1) between an ALA unit and another organization, or (2) between ALA and another organization, if the functions of the proposed committee cannot be appropriately delegated to a single unit.

Appointments. Appointments to the joint committees involving the Association as a whole are made by the Executive Board upon nomination of the president-elect, with the exception of those committees for which the Executive Board has delegated responsibility to one of the ALA units, in which case the unit appoints members and carries on the ALA share of the activities in ALA's name. Appointments to the joint committees involving units of ALA are made by the units' governing bodies. A staff liaison member is named to each joint committee by the ALA Executive Director.

Duties. Since joint committees involve a number of individuals from two or more associations, this relationship requires a more formal structure than the other relationships in order to function smoothly. When Council establishes a joint

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committee, it also approves a statement of responsibility for it and provides for the committee's size, appointment of members, and chairmanship. The committee then: (1) holds at least one regular annual meeting; (2) reports annually in writing to its sponsoring unit and the Executive Director, including an evaluation of the usefulness of continuing the relationship; and (3) avoids statements of policy and actions which establish policy for either organization. It serves primarily as a means of taking joint action within the established policies of both organizations and as an advisory body to both organizations, sometimes stimulating joint action by them.

Expenses. Some joint committees hold their meetings during ALA conferences, thus avoiding membership expense for the Association. If meetings are considered necessary at other times and involve expense, an item is put into the budget request of the parent unit. Headquarters services are provided through the staff liaison member of each committee.

REPRESENTATIVES TO ALA FROM OTHER ORGANIZATIONS

Authority. There is no constitutional or bylaws basis for this relationship. It may be sought by either an ALA unit or the other organization and must be approved by both bodies.

Appointment and expenses. These aspects are the responsibility of the other organization, and are regulated by it as long as there is no conflict with ALA policy and procedures.

REPRESENTATIVES FROM ALA TO OTHER ORGANIZATIONS

Authority. Approved by Council on recommendation of the Committee on Organization. If immediate action is necessary, the president may approve the new relationship with staff advice, subject to later review by COO. A statement of purpose is included in the recommendation to Council.

Appointment. Representatives for the Association as a whole are appointed by the Executive Board on nomination of the president-elect. When the designated area of interest of the other organization falls within the field of responsibility of one ALA unit, that unit names the representative.

Duties. The representative: (1) attends meetings of the other organization and provides the ALA point of view as appropriate; (2) reports annually in writing to the appointing ALA unit and the Executive Director, including an evaluation of the usefulness of continuing the relationship; (3) confers with ALA or its units on

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specific issues whenever circumstances indicate; and (4) keeps the ALA membership informed of the activities of the other organization as appropriate.

Expenses. ALA may pay expenses for representatives to attend the meetings of the other organization. When possible, the representative is selected from the area where the meetings are held. In these instances, ALA pays registration fees, the price of arranged meals, and travel expenses. When the meetings do not occur in a fixed location, or when the representative must have certain qualifications, an item is put into the budget of the unit concerned. When a staff member is a representative to another organization, his travel expenses may be paid from the travel fund of his unit, or from other funds budgeted by the Association for travel purposes.

AFFILIATION OF ALA WITH OTHER ORGANIZATIONS (ALA Memberships in Other Organizations)

Authority. Approved by Council, in accordance with Constitution Article X, Sec. 2. Affiliation (and/or membership) with another organization may be held by ALA or one of its units (at the unit's request), with the exception that no unit may affiliate itself separately with an organization with which the Association as a whole is affiliated. Points to be considered when invitations or proposals to affiliate are received are listed in the AMERICAN LIBRARY ASSOCIATION POLICIES, PROCEDURES, AND POSITION STATEMENTS along with provision for a review of all ALA affiliations at five-year intervals.

Nature of Relationship. Beyond affiliating with the other organization, ALA has no single pattern for relating to it. Any of the above categories of relationship may be utilized to provide for communication and/or action, and activity can range from the basic support provided by dues payment to joint projects.

Dues. Provision for dues payments are made through listing in the ALA annual budget.

AFFILIATION OF OTHER ORGANIZATIONS WITH ALA

Authority. Approved by Council, as provided for by Article X, Sec. 1, of the Constitution, on request of another national or international organization having purposes similar to those of the Association or one of its units. The criteria and conditions under which affiliations are established are listed in the AMERICAN LIBRARY ASSOCIATION POLICIES, PROCEDURES, AND POSITION STATEMENTS.

Dues. Specified in Bylaws Article 1, Sec. 2.C.2.

Appointment and Expenses. These aspects are the responsibility of the other organization, and are regulated by it as long as there is no conflict with ALA policy and procedure.

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AMERICAN LIBRARY ASSOCIATION

Item: RELATIONS WITH OTHER ORGANIZATIONS Item Number: 216.3  
Approved by: ALA Council Page: 1 of 1  
Issue Date: July, 1951 Supersedes: \_\_\_\_\_

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National library associations

VOTED, That the properly constituted authority of the ALA take necessary steps to extend a welcome to all national library associations for participation in the American Library Association, whether as divisions or affiliates, but perferably as divisions.

9.2.

AMERICAN LIBRARY ASSOCIATION

Item: RELATIONS WITH OTHER ORGANIZATIONS Item Number: 216.2.1

Approved by: ALA Council Page: 1 of 1

Issue Date: February, 1961 Supersedes: \_\_\_\_\_

United Nations organizations

Upon recommendation of the Committee on Organization--VOTED, That the ALA Advisory Committee to the United Nations be discontinued, and that the ALA representative to the United Nations provide any liaison required by the U.S. Committee for the United Nations; and that the ALA expresses to the U.S. Committee for the United Nations a willingness to assist and serve as called upon.

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AMERICAN LIBRARY ASSOCIATION

Item: RELATIONS WITH OTHER ORGANIZATIONS Item Number: 216.1  
Approved by: ALA Council Page: 1 of 1  
Issue Date: December, 1945 Supersedes: \_\_\_\_\_

Organizations for profit

As a nonprofit organization operated in the interest of a profession and responsible to a Council which determines policy, the American Library Association must abide by certain principles in any undertaking which involves an agency organized for profit.

1. The project shall be in the interest of libraries, research, or education.
2. The contribution of the American Library Association shall be within the sphere of library service and its relation to research and education.
3. The amount of responsibility given to the American Library Association shall be sufficient to justify its involvement.
4. The American Library Association shall have authority and responsibility for policy decisions involving primarily library considerations.
5. The use of the name of the American Library Association in connection with any project under consideration shall not imply endorsement of the cooperating agency's policies, products, or services.
6. Direct financial gain to either party shall not be the primary objective of any project.
7. In any cooperative venture, in connection with which the name of the American Library Association will appear, the Association and cooperating agencies will enter into a written agreement as to form, scope, and content of any publications, and as to terms of cooperation. The Association shall retain final authority in questions which arise subsequent to the agreement, although every effort shall be made to meet mutually satisfactory solutions.
8. None of the American Library Association published reports, findings, etc., shall be circulated under the imprint of the cooperating agency, without permission of the Association.
9. No entertainment features by commercial organizations will be permitted in public space controlled by the American Library Association at the time of its annual meetings, without the approval of the Executive Secretary\* of the Association.

\*Title changed to Executive Director as of November 1958.

Item 4. ALA Policy 9.1 (The Use of the ALA's Name and Joint Relationships) Based on Council's approval of recommendations made by the Executive Board, the PMC recommends the following revisions:

- a) Change the section title to read: "The Use of the ALA's Name and Formal Relationships."

Replace "joint" with "formal" in the sixth paragraph of this section.

Insert a new seventh paragraph that reads: "A formal relationship is an arrangement with another non-profit organization if (a) the other organization is an affiliate of ALA (as defined in 9.3 below); (b) ALA has appointed an official representative to the other organization (as defined in 9.4); and/or (c) the other organization permitted to use the name of ALA or an ALA unit other than as identification of the provider of information services."

Replace "joint" with "formal" in subsection 1.

Revise subsection 2 from "Joint relationships should be entered into with other organizations and business enterprises whose strength and reputation have been evaluated;" to read "Formal relationships should be entered into with other organizations and business enterprises whose strength and reputation have been evaluated."

Revise subsection 3 from "Effective joint relationships are based on the following criteria:" to read "Effective formal relationships should be based on the following criteria:"

Replace existing text in subsection 4 with the following: "Formal relationships which permit the other organization to use the name ALA or ALA Unit, other than to identify the provider of information or services, must be based on a written agreement pursuant to which ALA retains control of the use of its name or the unit's name."

Replace "joint" with "formal" in subsection 5.

*Amended by the ALA Council  
M. Dunbar, 1999 (see CD# 52)*

*Codified by Council 1000 Annual Conf.*