



Annual Meeting 2006
 New Orleans, Louisiana
 June 22-28, 2006

AASL Board of Directors

**American Association of School Librarians
 Board of Directors**

**AGENDA
 Board III**

12:00 – 12:30	Lunch
12:30 – 2:00	BOARD ORIENTATION
12:30 – 12:45	Board Photograph Introduction of the Board Introduction of Staff Recognition of Regional Directors-Elect
12:45 – 1:00	ALA/AASL Relationship & Operating Agreement
1:00 – 2:00	Board Primer 2005 - 2006
2:00 – 2:15	Break
2:15 – 3:00	Regular Session

Regular Session Agenda

Mega Issues	Item # 26
Campaign for America's Libraries	Item # 27
Approval of Standing Committees, Special Committees, and/or Task Forces	Item # 28 *
Assignment of Board Liaisons to Committees	Item # 29 *
Election of At-Large Member to the AASL Executive Committee	Item # 30 *

* No Document
 ** Provided on site





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Topic: Mega Issues

Background: As part of the strategic planning process the Board of Directors, Directors-elect and staff identified and prioritized a number of "Mega Issues" facing the association and the profession. During the last year, the AASL leadership tackled three of the top nine issues. (These three issues appear in bold type.) As a new Board, President Cyndi Phillips would like your input on prioritizing the remaining seven issues. Two to three of these issues will be discussed at the 2007 Midwinter Meeting.

Action Required: Discussion/Decision

5-10 Year Planning Horizon
~ *Mega Issues* ~

Mega issues are issues of strategic importance, which represent choices the organization will need to make in defining the ultimate direction of its long-range plan. These issues represent potential impediments to achievement of the Envisioned Future, and form a basis for dialogue about the choices facing the organization. These questions can serve as an ongoing "menu" of strategic issues that, using a knowledge-based approach in gathering insights relative to AASL's strategic position and directional choices for each of the issues, can be used by the Board to create regular opportunities for strategic dialogue about the future issues facing the organization.

Mega-Issue Questions:

(*) Indicate those mega issues questions of highest priority

1. **How does the profession remain viable in the future? ***
2. How do we communicate effectively with our various audiences? *
3. How do we make AASL membership more attractive and increase membership significantly? *
4. **How do we structure AASL to best benefit the organization and its members (staff, board, committees, members, etc)? ***
5. How do we define a successful library media program? *
6. **How do we find money and resources to implement the strategic plan? ***
7. How is advocacy defined? *
8. How do we maximize our influence/collaboration with the educational/professional community? *
9. How do we stop the erosions of SLMS positions and SLM programs? *
10. How do we get a larger percentage of our members to be involved in the organization?
11. How do we improve the image of the SLMS?
12. How do we get the SLMS community to join the organization?
13. How do we influence higher education, teacher education, and administration programs?
14. How does AASL participate in recruitment and retention to the profession?
15. How do we get written into the evaluation of NCATE programs?
16. How do we get written into NCLB?
17. How can we promote/disseminate services of AASL?
18. How do we make AASL relevant to 85% of certified LMSs?
19. How do we make ALA recognize our value in the organization?
20. How do we get legislators to support us?
21. How do we get other associations to work with us?
22. How do we effectively revise the guidelines?



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Topic: Campaign for America's Libraries

Background: In 2001, ALA launched a five-year campaign to increase awareness and support of libraries. The Campaign has been extended until 2010. The outgoing and incoming chairs of the ALA Public Awareness Committee are soliciting your comments and suggestions on the second phase of the Campaign.

Action Required: Discussion

June 6, 2006

Dear Colleague:

As you may know, *@ your library®*, *The Campaign for America's Libraries* has been extended until 2010, dovetailing with the association's new strategic plan. The strategic plan highlights public awareness and advocacy as top priorities for ALA members.

On behalf of the ALA Public Awareness Committee, we would like to encourage you to have a discussion at your board/committee meetings during the ALA Annual Conference in New Orleans regarding the Campaign. The purpose of the discussion is to gather your group's thoughts and suggestions for the Campaign's second phase regarding:

- Campaign goals and objectives
- Key messages
- Strategies

Attached you will find a document called "Planning for the Future," which includes a summary of these three topics followed by discussion questions. Also attached is a form to transfer your notes and comments. The planning document and form are downloadable online at www.ala.org/@yourlibrary/planning for your convenience.

The deadline for submitting the form is Monday, July 17.

All comments and suggestions will be reviewed and analyzed over the course of the summer. They will be compiled into a report with recommendations and submitted to the ALA Executive Board at its October meeting. That report also will be shared with members via the ALA Website.

Thank you very much for your assistance as we shape the future of the Campaign.

Sincerely,

Sally Gardner Reed
2005-2006 Chair
ALA Public Awareness Committee

Judith Gibbons
2006-2007 Chair
ALA Public Awareness Committee



The Campaign for America's Libraries Planning for the Future

Objectives

The Campaign for America's Libraries was originally developed in response to a member survey conducted in 1999, which informed *ALAction 2005*. In that survey, members indicated that "ALA needs to do more to educate the public about the value of libraries" and ranked public awareness and advocacy among the highest priorities for the association. In 2004, ALA conducted another survey designed to inform its newest strategic plan, *ALA Ahead to 2010*. In that survey, nearly 14,000 ALA members or 23% of the membership ranked public awareness among the top 10 priorities for members (actual rank: #7 among 35 value propositions).

The Campaign was designed to achieve the following broad objectives:

- Increase awareness and support for libraries by increasing their visibility in a positive context and by communicating why libraries are both unique and valuable;
- Update the image of libraries, librarians and all library staff for the 21st century, sustaining and strengthening their relevance; and
- Bring renewed energy to the promotion of libraries, librarians and library staff.

Several internal objectives were also identified:

- Develop a campaign that represents and is useful to all types of libraries;
- Create tools, resources and materials that could be utilized by all types of libraries;
- Provide an opportunity to share public relations/marketing/advocacy best practices within the library community
- Tie together ALA promotions into one unified brand, reinforcing key messages

The success of the campaign in achieving these objectives would, in turn, drive *long-term* improvement in other critical areas, including:

- Increased library usage;
- Positive professional recruitment impact;
- Stronger commitment to funding; and
- More receptive public policy environment.

DISCUSSION: Are there other objectives the Campaign should be considering for its second phase?

Key Messages

Key messages were developed based on qualitative research conducted by KRC Research. This included focus groups with consumers, as well as in-depth discussions with ALA leaders. Three core messages emerged from the research:

- *Libraries are changing and dynamic places.* Librarians are trained experts, on the forefront of the information age. In a world that's information rich, they are information smart, and help ensure a society where everyone is information literate.
- *Libraries are places of opportunity.* Libraries are part of the American dream. They are a place for education and self-help. And because they offer free access to all, they bring opportunity to all.
- *Libraries bring you the world.* Libraries are unique. In person. Online. Where else can you have access to nearly anything on the Web or in print as well as personal service and assistance in finding it?

DISCUSSION: Do you have any suggestions for modifying these existing messages? Are there other messages that ALA should be conveying through the Campaign?



Strategies

- **Targeted campaigns**

To address the diversity of needs and interests within the ALA membership and in response to member request, members have indicated interest and support for campaigns/initiatives that address their needs by targeting specific audiences, crafting messaging for those audiences and developing tactics to deliver those messages.

To date, the Campaign has developed initiatives in collaboration with ACRL (launched in spring 2003), AASL (launched in fall 2003), PLA (launched in fall 2004), ALSC (launching in summer 2005) and the Rural, Native and Tribal Libraries of All Kinds Committee (launching summer 2005). For each of these programs, the Campaign in concert with the division or member group, has conducted research, identified audiences, created new messages, produced new toolkits and other resources and developed internal and external communications plans to roll out the programs nationally. For more information on these initiatives, see the Campaign Website at www.ala.org/@yourlibrary.

The Campaign will be working with YALSA to roll out a new initiative aimed at young adults in 2007. GODORT has expressed interest in an initiative promoting government information and RUSA's Library Services to an Aging Population Committee has indicated interest in a program aimed at seniors, pending approval from the RUSA Executive Board.

DISCUSSION: Are there other audiences ALA should be targeting and if so, why?

- **Partnerships**

Because ALA does not have the full complement of resources necessary to disseminate its messages on a national scale (such as through a national advertising campaign), partnerships with corporations, the media and nonprofit organizations have been an integral strategy from the inception of the Campaign. These partnerships provide a cost-effective way for ALA to amplify its voice, contribute to national and grassroots promotion and public awareness and provide visibility for the campaign's messages among target audiences, especially audiences we not otherwise reach on our own. Through Campaign partnerships developed to date, we estimate a return on investment of \$13 to \$1 spent by ALA.

Founding Partners to date have included: Woman's Day Magazine; National Baseball Hall of Fame and Museum; Major League Baseball; Dean Foods, maker of Hershey's Milk; Walgreens; Investor Protection Trust; Wells Fargo Home Mortgage; the International Federation of Library Associations and Institutions (IFLA), NASA and the Center for the Book in the Library of Congress. Supporters have included ABC-TV, Working Assets, and Apple Computer.

In addition to developing cause-related partnerships and initiatives with these groups, ALA has and will continue to seek contributions to the Campaign. The ALA Development Office has a list of more than 150 social-responsible companies approved by the ALA Executive Board and will be pursuing both partnership opportunities and funding on behalf of the Campaign from those on this list moving forward.

DISCUSSION: What corporations, nonprofits and media outlets that connect to the Campaign's objectives would you encourage the association to pursue and why?



- **Tools and Materials for Use by Libraries**

From a resource standpoint and because we can reach millions of people through thousands of libraries, The Campaign for America's Libraries was designed to be a grassroots public awareness and advocacy initiative. As such, one of the key strategies has been to create tools and materials that libraries of all types -- public, school and academic -- can adapt to their own needs. Many of these new tools and resources have been developed through the targeted-driven campaigns indicated above, and most are Web-based to be as wide reaching and as cost effective as possible. Through these customizable tools, ALA is able to unify its messages and promote the @ your library brand on a national scale and on a consistent basis.

Tools and resources also have been developed in concert with ALA's annual, national promotions such as National Library Week, Library Card Sign Up Month and Teen Read Week. In developing these materials, the Campaign has been able to effectively integrate the @ your library brand into many of ALA's existing initiatives, thereby strengthening the brand. New tools have included print, television and radio public service announcements, programming and promotional ideas, sample publicity materials, downloadable graphics/artwork and more. Most of these can be adapted by libraries of all types as well.

DISCUSSION: What new tools and materials do you need to better conduct public relations, marketing and advocacy efforts?



To: ALA Executive Board
From: AASL Board of Directors
Date: July 20, 2005
RE: Campaign questionnaire

The AASL Board discussed each of the four questions at Annual Conference.

Which materials and programs developed for the Campaign have been the most utilized and most helpful?

Toolkit (print and online)
Reproducibles
Art work
Large brochure
PSA's ***
Training materials developed in conjunction with 3M

What impact has the Campaign had in local communities, in schools and on college campuses?

Increased recognition of libraries
Unified message/slogan

What key issues should ALA address during the next phase of the Campaign?

Focus on advocacy; take to next level

Are there additional PR tools or resources that would be beneficial to local library public awareness and advocacy efforts?

PSA's for all types of libraries (including school libraries)
Cooler images (Vote or die); celebrities
Turn-key resources for school libraries
Newspapers in Education insert

***One Board member expressed concern that ALA had no control over the content of the PSA's



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- Topic:** Approval of Standing Committees, Special Committees, and/or Task Forces
- Background:** The Board must approve new committees of any kind. At this time, there are no pending approvals. This document provides a placeholder for any requests that may emerge from actions at this conference.
- Action Required:** Discussion/Decision



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- Topic:** Assignment of Board Liaisons to Committees
- Background:** Each AASL Board member is required to serve as a Board liaison to one or more AASL committees. A sign-up sheet will be available at the meeting.
- Action Required:** Elect an AASL committee to liaise



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Topic: Election of At-Large Member to the AASL Executive Committee

Background: The AASL Bylaws provide for the election of an at-large member of the AASL Executive Committee. This election takes place annually at the third Board meeting.

"Article VIII. Executive Committee

Section 1. Members and responsibilities

The Executive Committee of the AASL Board of Directors shall consist of the president, the president-elect, the treasurer, the immediate past president, the AASL division councilor, and one member elected on an annual basis by the Board of Directors. The Executive Director serves as ex-officio and is a non-voting member. Its role shall be restricted to acting on policy and fiscal issues requiring action between meetings of the Board."

Responsibilities of the At-Large member include:

- Attendance at the AASL Fall 2005 Executive Committee Meeting (to be held in Chicago, October 26 – 29, 2005).
- Attendance at the AASL Spring 2005 Executive Committee Meeting (TBD).
- Attendance at the Joint Executive Committee (AASL, ALSC and YALSA) and AASL Executive Committee meetings held during ALA Midwinter 2005 and Annual Conference 2005. These meetings require arriving at the conference on Thursday by midday.
- Approximately one hour of additional email correspondence per week; conference calls on occasion.

AASL will pay for travel expenses for each Executive Committee member to attend the Fall and Spring meetings.

Action Required: Nominate and Vote