



American Association of School Librarians
Annual Meeting 2006
New Orleans, Louisiana
June 22-28, 2006

Topic: Mega Issue – How does the profession remain viable in the future?

Background: As part of the strategic planning process, the Board of Directors identified several key issues needing to be addressed. At the 2006 Midwinter Meeting, the Board, Directors-elect and staff engaged in a discussion of this question using the following “mega issue” framework.

1. Identify the Mega Issue Question
2. Prepare Background Information
3. Conduct Dialogue on Informing the Issue
4. Conduct Dialogue on Identifying Choices
5. Conduct Dialogue on Evaluating Choices
6. Determine Areas of Consensus OR Information Needed to Reach a Decision in the Future.
7. Identify Actions, Intent and Accountability
8. Craft A Motion (if decision is reached)

Due to time limitations, the group was only able to complete through Step 3. The newsprint capturing the discussion of the four groups has been transcribed and is included to inform the remainder of the discussion. Additional input gathered at the 2006 Affiliate Assembly meeting is appended.

Action Required: Exploration



News Print Transcription from Board Exploration of Mega-Issue #1

“How does the profession remain viable in the future?”

ALA Midwinter Meeting – January 2006

Page One (Black Print)

Advocate Campaigns

- With pr, marketing, and advocacy
- To other groups and to LMS

Guidelines/standards

- Reviewed
- Language needs to be compatible with other stakeholders

Alliance with:

- Business partners (P21)
- Other Educational Associations (PTA, ISTE, NSCP, NEA)
- Accreditation organizations
- NSBA, NASSP, etc.

Harness grassroots campaigns (65%)

Reach out to NCATE, schools and administration training programs

Grow our membership

Quality control of LMS – through preservice, etc.

Page Two (Red Print)

Go from facility managers to facilitators of information

- Virtual librarians
- Changing roles
- Information literacy

Be Indispensable

- Proactive collaboration
- Provide professional development
- Integrate our role into student assessment

Be leaders in the educational community

Page Three (Green Print)

Encourage journal writing outside our journals

Go to colleges of education

Presentations in conferences outside library

In-service presentations

Library is not just four walls

Training for new teachers

Association

- Continue lobbying – NCLB and 65% (virtual library legislative day May 1 & 2)
- PSA during NLW
- Proactive in the tech world – AASL Voice
- Building coalitions with other associations through forums
- Tech symposium during AASL conference



Administrators/Boards of Education

- Lobbying
- Legislative Day – Place, virtual

PSA during NLW

AASL voice in tech world

Tech symposium during AASL Conference

Page Four (Blue Print)

Maintain positions

Professional development toolkits for teacher education programs

FAME website has promotion materials

Use the blog to gather information on promotional materials currently available

Form partnerships with additional educational agencies such as PTO, AFT, colleges of education

Continue advocacy with NCATE



Work Group Reports from the 2006 Midwinter Affiliate Assembly Meeting
How does the Profession Remain Viable for the Future?

Region 1

1. Connecticut Library Association – Media Specialist is included under Highly Qualified
2. Accreditation – More emphasis placed on better collection
3. Hiring a lobbyist
4. Mentoring program

Region 2

1. Pennsylvania – Toolkits and workshops to keep up-to-date, How Good is Good?
2. Maryland – Weekly updates key reports
3. New Jersey – Mentoring program, new media specialists, 1-3 years
4. New York – Database connects tests to SLM program
5. Delaware – Also has a database

Region 3

1. Alliances need to establish regarding legislative issues
2. Ohio established partnership with Kent State, State Dept., State Media Org. to study
3. Indiana – Blue Ribbon Schools
4. Missouri – Visiting Team
5. Iowa – Including assessment, librarian has a role
6. Wisconsin – Sponsoring sessions at other state conferences to increase visibility

Region 4

1. Make sure role stays broad enough to include media and technology, literacy involvement
2. Make sure we're included in reading and rest of curriculum
3. Strong leadership needed

Region 5

1. Alabama and Georgia – Performance standards
2. Louisiana – Global awareness, virtual conferences
3. Community & business partners
4. Involved on committees, take courses, acquire NBPTS

Region 6

1. Education – need to network, conference within a conference
2. Do reception before conference to get word out
3. Put together workshop, present at state conference
4. Statistics other than ones usually cited
5. Lobbying – encourage media specialist to know their legislators

Region 7

1. Universities need to invite/require students to join association
2. Joint resolutions
3. How to keep libraries in the spotlight
4. National Board Certification, use as leadership in our profession



Region 8

1. Washington - Hired a legislative advocacy liaison this year; she has been recently quoted in SLJ on the 65% issue.
2. Oregon – Non-legislative year in state; working in districts. Both states sending school reps to National Legislative Day.
3. Alaska – Calendar sent to every principal; use as an advocacy tool. They are for sale; money to be used as fundraiser.
4. Idaho – We have a contact with affiliation pending.

Region 9

1. Advocacy outside profession (parents, PTO, etc.)
2. Increase numbers in our own organization
3. Eye on instructional purpose of media center
4. Do more work with colleges and universities

Each group presented orally its top answers to the question, "How does the profession remain viable for the future?"

There being no further business, Hilda Weisburg made a motion that the assembly adjourn; Christine Findlay seconded the motion. The meeting adjourned at 11:58 a.m.

Respectfully submitted,

Karen R. Lowe, Secretary
AASL Affiliate Assembly, 2006-2007

Diane R. Chen, Chair
AASL Affiliate Assembly, 2005-2007



American Association of School Librarians
Annual Meeting 2006
New Orleans, Louisiana
June 22-28, 2006

Topic: Mega Issue – How do we structure AASL to best benefit the organization and its members? (staff, board, committees, members, etc)?

Background: As part of the strategic planning process, the Board of Directors identified several key issues needing to be addressed. At the 2006 Midwinter Meeting, the Board workshop was devoted to a facilitated discussion of two of these “mega issues.” Consultant Paul Meyer’s final report from that workshop, including the recommendations generated by the group, is attached. For discussion purposes, we have divided the report into two sections. The first section covers Affiliate Assembly, sections and committees.

As a result of the Midwinter discussion, President Linda Williams appointed a Strategic Plan Review of Committees Task Force. The task force met in Chicago on March 11th and 12th. Their final report and recommendations, also prepared by Paul Meyer, are included.

As a result of this meeting, a small working group was appointed to research alternative structures for committees focused on a particular professional interest. A report from that group, coordinated by Floyd Pentlin, follows.

In mid-May, the Executive Committee considered the reports of all three groups. Based on these discussions, the Executive Committee recommends that the Board of Directors accept the recommendations of each group.

The Executive Committee further recommends that the Bylaws and Organization Committee address the question of how short-term task forces or working groups needed to carry out specific work would be appointed under the new structure. This question was posed by one of the “Committees Task Force” members in relation to the new structure recommended for the Advocacy Committee and the Professional Development Coordinating Committee. Both of these committees are envisioned as large umbrella committees with smaller working groups that can be appointed quickly to carry out specific, time delimited tasks. A primary purpose of the envisioned structure is to decrease the response time and increase the nimbleness of the association.

Action Required: Discussion and motion to accept recommendations of each group.

AASL

Board of Directors Association Structure Workshop Report

Affiliate Assembly, Sections, & Committees

January 20, 2006

Prepared by:
Paul D. Meyer, CAE
Principal Partner
TECKER CONSULTANTS, L.L.C.
427 River View Executive Park
Trenton, NJ 08611
609-396-7998
pmeyer@tecker.com
www.tecker.com

INTRODUCTION

On January 20th, 2006, the American Association of School Librarians' (AASL) Board of Directors met to discuss the association's future structure. The purpose of this meeting was to continue the association's strategic planning and thinking process by focusing on the appropriate structure necessary to implement its strategic direction articulated in AASL's strategic plan. The meeting responded to two "mega issue" questions raised during the strategic planning process.

The "mega issue" questions addressed were:

- **How do we structure AASL to best benefit the organization and its members (board, committees, members, etc)?**
- **How do we find money and resources to implement the strategic plan?**

AASL engaged Tecker Consultants, LLC to facilitate this session. Paul D. Meyer, CAE, Principal Partner of Tecker Consultants facilitated the meeting as well as the strategic planning process the Board has undertaken.

The agenda for the discussion provided a rational sequence for the conversation:

- Review Agenda and The Workshop Outcomes
- Provide Overview of Organizational Structure Elements (Governance, Finance, Membership, Staff, and Programs)
- Create "Organizational Attributes" Used to Guide the Discussion
- Discuss Three Specific Elements of the Association's Structure: Committees, Affiliate Assembly, and Sections
- Discuss The Association's Future Financial Structure
- Create Recommendations to Move Forward and Next Steps

The Board of Directors was provided with an overview of five important elements of organizational structure that are typically considered during this step of aligning the association's structure with its strategic direction articulated in the plan. The five elements are:

- Membership
- Governance
- Financial
- Program
- Workforce – staff and volunteer committees

The association's leadership determined in advance that at this meeting, the Board of Directors would focus on four specific structural elements: AASL Committees, Sections, and Affiliate Assembly as well as the association's financial structure.

ORGANIZATIONAL ATTRIBUTES

First, the Board created a list of “Organizational Attributes” that will be used to guide subsequent discussions on elements of the association’s future structure. AASL’s strategic plan served as the primary background document to assist in forming the “Organizational Attributes.” The Board asked the question, “What attributes would describe AASL so that the association is positioned to implement its strategic plan?” After brainstorming a longer list, the following attributes were viewed as most relevant and significant.

Organizational Attributes:

- An organization that is known as *the* voice for school library media specialists.
- An organization that is accessible and responsive to members.
- An organization recognized for setting standards.
- An organization that provides relevant and accessible professional development primarily for members.
- An organization that assists in proactively advocating for national issues impacting the profession.
- The organization’s structure is flexible and nimble.
- An organization that is known within ALA as a leader.

COMMITTEES, AFFILIATE ASSEMBLY, AND SECTIONS

Using the “Organizational Attributes” as a basis for dialogue, the Board divided into three groups charged with discussing one of the three important structural elements: Committees, Affiliate Assembly, and Sections.

The groups considered four distinct knowledge bases to create the background information for their recommendations. The four knowledge bases considered:

- Sensitivity to member needs, wants, and preference
- Foresight about their profession considering current realities
- Insight into the association’s resources – staff time, financial resources and volunteer energy
- Considerations of ethical issues – Identification of the ethical implications of their choices

The groups were asked to answer four specific questions before creating possible solutions.

- Question 1. What do we know about our members/prospective members - needs, wants, and preferences that are relevant to this issue?
- Question 2. What do we know about the current realities and evolving dynamics of our members' profession that are relevant to this issue?
- Question 3. What do we know about the "capacity" and "strategic position" of our organization that are relevant to this issue?
- Question 4. What are the ethical implications?

COMMITTEES

BACKGROUND INFORMATION

QUESTION 1: What do we know about our members' needs, wants, and preferences that are relevant to this issue?

- Members have less time to spend on association volunteer opportunities.
- Members are financially stretched.
- It is becoming more difficult to attend face-to-face meetings.
- Members enjoy and appreciate face-to-face interaction with other members.
- Virtual committee work is embraced by some members.
- Some members are active in other associations including AASL's affiliates.
- It is difficult for AASL leadership to identify and appoint volunteers to serve on committees.
- It is difficult for committee chairs to identify and ask members to serve on committees.
- The success of committees is driven by the commitment and expertise of the committee chair and the relevance of the committee's charge.

QUESTION 2: What do we know about the current realities and evolving dynamics of our members' profession that are relevant to this issue?

- School library media budgets are challenged.
- School Library Media Specialists are pressured to "do more with less."
- Some school library programs/budgets are expanding while others are contracting.
- Members will have less time to volunteer in the future.

- Technology is increasingly becoming a challenge and an opportunity for school library media specialists.
- The traditional roles of the school library media specialist are changing (i.e. need for additional technology training is more important, etc.)
- Technology is available to some members for virtual committee work.
- School Library Media Specialists' need to advocate for resources is becoming increasingly important.

QUESTION 3: What do we know about the “capacity” and “strategic position” of the association that are relevant to this issue?

Association Capacity:

- Some committees are more successful than others.
- There is inconsistency between committees.
- It is unclear which current volunteer work groups fall into which committee categories (the group attempted to list each current committee under the association's committee definitions).
- The association has too many committees.
- Some committees are more important than others to the ultimate success of the association.
- The association's financial resources are stretched.
- Staff time is limited. The amount of staff time dedicated to a committee impacts the committee's success.
- Some committees are given more direction than other committees.
- Some committees are more relevant than other committees.

Association's Strategic Position

- The leadership is open to changing the committee structure.
- The leadership is open to a more “nimble” committee structure.
- The association has created definitions for different types of volunteer work groups (see AASL Committee Chair Handbook)
- The association is a member-driven organization.
- Member involvement is valued.

QUESTION 4: What are the ethical implications for consideration?

- The association has an obligation to use members' time wisely.
- The organization's leadership is responsible for using the association's staff and financial resources prudently.
- Many members receive great satisfaction from involvement in the association while other members do not value involvement as highly.
- Members may choose to get involved in other ways besides committees.
- Some members prefer involvement on the affiliate level over national involvement and vice versa.

Recommendations for Moving Forward

Upon review of their answers to the four questions, it was clear to the small group assigned to discuss committees that change in the committee structure is necessary. Several issues were identified as important considerations in identifying and implementing a future committee structure:

- The association should consider fewer standing committees.
- AASL's current committee definitions are still appropriate as a starting point.
- All committees need to be reviewed.
- Fewer "permanent" committees are desirable.
- Committee charges need to be reviewed and refined.
- The Committee structure and individual committee charges need to be more aligned with the strategic plan.
- Committee work should be conducted both face-to-face and virtually.
- Staff involvement with committees needs to be reviewed.
- The association should consider expanding the charge of its Nominating Committee.
- Some committees may be identified as "staff advisors" (i.e. membership)

The Committee Work Group created three primary recommendations:

- It is recommended that AASL's complete committee structure be reviewed and changed.
- It is recommended that AASL leadership appoint a work group charged to create specific recommendations and a timeline for change.
- It is recommended that the work group present an initial report for board discussion in June '06.

AFFILIATE ASSEMBLY

BACKGROUND INFORMATION

QUESTION 1: What do we know about our members' needs, wants, and preferences that are relevant to this issue?

- Most members desire to be heard.
- Some affiliate assembly members think that too much time is spent during the affiliate assembly meetings on issues that the organization cannot impact.
- Some of the same issues are repeated year-after-year by the affiliate assembly.
- The affiliate assembly provides an opportunity for leadership training for its members.
- Most AASL members do not understand the role of the affiliate assembly.

- Affiliate assembly members are expecting more from their involvement.
- State affiliate needs are important to AASL.
- Members appreciate networking opportunities and value their professional community.
- Generally, active members cannot afford the time and/or money to attend more meetings.
- Some affiliate assembly members do not understand their role and responsibilities.
- Affiliate members are interested in impacting the association and their profession.
- Member's finances are constrained.
- Some states reimburse members to attend the affiliate assembly meetings.
- Affiliate members' turnover frequently.
- The Affiliate Assembly provides an entry point for members into further leadership in the association.

QUESTION 2: What do we know about the current realities and evolving dynamics of our members' profession that are relevant to this issue?

- There are significant issues impacting members' jobs today.
- Issues impacting the members are changing faster than in the past and some cannot wait until assembly meetings to be discussed.
- Members' budgets are constrained.
- Advocacy is becoming more and more important to members.
- Setting standards is important to members.
- Issues impacting members and the profession are on both the state and national levels.

QUESTION 3: What do we know about the "capacity" and "strategic position" of the association that are relevant to this issue?

Association Capacity

- The number of Affiliate Assembly members is adequate.
- The association's resources are limited.
- As compared to other activities, staff time allocated to the affiliate assembly is minimal.
- Some regions meet prior to AASL's Affiliate Assembly meetings to discuss important issues.
- Historical information from Affiliate Assembly discussions is not necessarily categorized and saved.
- The Affiliate Assembly exercises a formal process to address issues of concern and commendation.
- AASL has time set aside for Affiliate Assembly meetings.

- The Affiliate Assembly is not directly represented on the Board of Directors.

Association's Strategic Position

- The association's strategic plan supports networking and community.
- AASL is positioned to support member involvement.
- The Affiliate Assembly fills the gap between members and AASL national.

QUESTION 4: What are the ethical implications for consideration?

- How do we best use volunteer leaders' time wisely?
- How should we structure the assembly so that issues of strategic importance are legitimately addressed on behalf of the membership?
- Are we using financial resource wisely?

Recommendations for Moving Forward

The small group discussed alternatives to the present Affiliate Assembly. Generally, the group believed that the present Affiliate Assembly is necessary and that the current structure is appropriate. However, the group made several recommendations to create a more efficient and effective processes for accomplishing work. The group recommended several options for future consideration:

- It is recommended that the Executive Director research the history of the 1996 reorganization to determine why the board seat for Affiliate Assembly Chair was eliminated.
- It is recommended that AASL create a database to capture historical conversations on topics discussed during Affiliate Assembly meetings.
- It is recommended that additional staff support be allocated to assisting with the establishment of the Affiliate Assembly's agenda.
- It is recommended that the issues discussed by the Affiliate Assembly align with the "mega issues" identified in the strategic plan.
- It is recommended that the association implement a comprehensive plan for orientation of new Directors-elect.

SECTIONS

The third group looked at AASL's Sections. The Sections are intended to provide a place for members in specialty areas of the profession to network and receive services. Currently, there are three sections representing:

- Supervisors
- Independent Schools
- Educators of Library Media Specialists

BACKGROUND INFORMATION

QUESTION 1: What do we know about our members' needs, wants, and preferences that are relevant to this issue?

- Members are interested in networking with other members of like-mind, interests, and expertise.
- Members are interested in opportunities to meet with members in a variety of ways.
- Members are interested in meeting both face-to-face and electronically with other members.
- Sections are a member-benefit.
- Some members are actively involved in sections while other members are not.
- There are inconsistencies in the quality of sections.

QUESTION 2: What do we know about the current realities and evolving dynamics of our members' profession that is relevant to this issue?

- Some sections are more active than others.
- The members' professional environments are requiring additional specialty skills.
- Members are getting together in more "informal groups" other than just sections.
- Geographic networking (locally and within states) is still important although technology had expanded opportunities for national as well as global networking at an affordable cost.

QUESTION 3: What do we know about the "capacity" and "strategic position" of the association that is relevant to this issue?

Association Capacity

- A section structure exists within the association.
- Additional structures exist for more informal networking with colleagues of like-minded interest such as electronic forums.
- The association has limited staff capacity to manage sections.
- The association has limited volunteer support for holding office within the section.
- The amount of revenue generated from section fees is minimal.
- The association has the capacity to identify additional groups of members that may be interested in forming specialty groups.

Association's Strategic Position

- Due to its current Section structure, the association is positioned to allow other sections to be formed (although current resources could not support additional sections)
- AASL is positioned in the marketplace as the leader in supporting School Library Media Specialists nationally.

QUESTION 4: What are the ethical implications for consideration?

- How do we make equitable decisions on whether new sections should be formed or not?
- What do we do with existing sections that are underperforming?
- Should sections be subsidized by other revenue streams or stand on their own?

Recommendations for Moving Forward

The small group examining sections agreed that AASL should continue to offer opportunities for specialty groups within the association's membership to meet together (both face-to-face and/or virtually). The small group was not sure if the concept of a "formal" section was appropriate to facilitate this opportunity. Therefore, the group offers the following recommendations:

- It is recommended that sections should be continued as they provide a "home" for members.
- It is recommended that the association review the current sections for viability.
- It is recommended that the Board review the current landscape to see if other sections are needed.
- It is recommended that each section review its bylaws to determine if some of the offices could be collapsed. (i.e. could the representative to the Board also serve as Chair?)

AMERICAN ASSOCIATION OF SCHOOL LIBRARIANS (AASL)

Review of Committees Task Force Report

March 11-12, 2006

Prepared by:
Paul D. Meyer, CAE
Principal Partner
TECKER CONSULTANTS, L.L.C.
427 River View Executive Park
Trenton, NJ 08611
609-396-7998
pmeyer@tecker.com
www.tecker.com

INTRODUCTION

On March 11-12, 2006 a board appointed task force met to create recommendations on how to enhance AASL's volunteer workforce structure to more efficiently and effectively respond to the association's strategic plan. The task force was appointed by the Board at their January 2006 meeting after a small group discussing the future direction of committees recognized the need for further assessment on AASL's committee structure.

The formal charge of the task force was:

To evaluate all existing committees in relation to the Strategic Plan and make recommendations concerning future committees which will support the goals of the Strategic Plan.

The Function Statements included:

1. Review all existing committees and determine which ones are organizational necessities.
2. Determine which committees help move the strategic plan along and which ones do not.
3. Look at the categories of committees (AASL's current committee definitions) and determine if these are appropriate or whether categories need to be changed, added or deleted.
4. Make recommendations on how to realign, dissolve, or maintain current committees or establish less formal groups in a new category which would address special interests.
5. Recommend a process that will help structure committees to be project based.

The recommended composition of the Task Force was: a member of the Executive Committee, Board Director or Director-Elect, Board member, individual with Affiliate Assembly experience, Board member who participated in the strategic planning group on Committees, representative of the By-laws and Organization Committee, and a committee chair or recent past chair.

The recommended composition was considered in appointing the following task force members: J. Linda Williams, Floyd Pentlin, Carolyn Cain, Nancy Dickerson, Elaine Twogood, Jo Proctor, Fran Rosello, Deb Levitov, and was staffed by Julie Walker and Beverley Becker. The meeting was facilitated by Paul D. Meyer, CAE, Principal Partner with Tecker Consultants.

The agenda for the two-day meeting provided a rational sequence for the conversation and subsequent recommendations:

- Review and Create Current Knowledge-base using Midwinter '06 Board Meeting Report as the Basis for Discussion
- Review Current Committees Considering the Following:
 - Fit with Strategic direction
 - Relevance of Charge(s)
 - Level of Activity
 - Level of Involvement – staff and volunteers
 - Value of Outcomes
 - Use of Resources
- Identify Future Committee Structure Considering the Following:
 - Dissolution of committees
 - Creation of new groups
 - Opportunities for informal discussion forums
 - Use of technology
 - Face-to-face meetings
 - Realignment of committees
 - Combining committees
- Identify Organizational Change Timeline and Next Steps

As an important first step in their discussion and deliberations, the task force identified the following issues for consideration:

- The link between ALA and AASL Committees is important – need to make sure we have representation on ALA work groups.
- Increased synergy between committees is important. We need to consider how to decrease duplication of work.
- The communication of roles and responsibilities of each committee is important.
- We need to consider how to close the gap between the Board's strategic plan and committee responsibilities.

COMMITTEE ASSESSMENTS

The Task Force divided into small groups and each small group was assigned a number of committees to assess. They were provided a worksheet that included a list of criteria to use to review each committee. The criteria included:

- Identification of Current Charges
- Identification of the Committee's Alignment with the Strategic Plan
- Identification of the Current Activities of the Committee
- Identification of Volunteer and Staff Involvement
- Identification of Staff and Financial Resource Allocation
- Identification of the Value of Committee Outcomes

A copy of the worksheet is attached.

The small groups reported their findings on each committee to the full task force for feedback, additions, and/or modifications. Each committee was treated equally in the process and significant discussion took place around every AASL committee.

In addition to each committee, the task force also assessed the current definitions provided in AASL's Committee Handbook for the types and definitions of volunteer workgroups currently utilized.

TASK FORCE RECOMMENDATIONS

Based on their assessment and subsequent discussions, the Task Force recommends using more task-based work groups and fewer standing committees. This change supports the work and goals of the association and recognizes changing trends in association involvement and volunteerism. The Task Force recommends the following structure:

Standing Committees

Definition: The task force agreed that the current definition of a Standing Committee is appropriate for the future and does not recommended changing the definition.

The following is a recommended list of AASL Standing Committees Going Forward:

1. Advocacy Committee – It is recommended to change the Advocacy Committee from a Special Committee to a Standing Committee with expanded charges and responsibilities.
2. AASL/ACRL Interdivisional Committee on Information Literacy
3. Alliance for Association Excellence
4. Appointments Committee
5. Nominating Committee – It is recommended that the past president serve on the Nominating Committee
6. Awards Committee
7. Bylaws and Organization Committee
8. Professional Development Coordinating Committee – It is recommended that a new overarching committee be formed to provide oversight to all of AASL's professional development programs.
9. NCATE Committee
10. Publications Committee
11. Research and Statistics Committee

12. ALA Annual Conference Committee
13. AASL National Conference Committee
14. National Institute Committee

Special Committees

Definition: The task force agreed that the current definition of a Special Committee is appropriate for the future and does not recommend changing the definition.

The following is a recommended list of AASL Special Committees Going Forward:

1. AUP Book Selection Committee
2. NBPTS (until job is complete)

Committees to Discontinue or Change

The Task Force recommends to sunset or change the structure of the following committees:

1. Membership Committee. It is recommended that the Membership Committee be discontinued with the understanding that membership activities will remain a staff and directors/directors-elect responsibility. It is recommended that the AASL President appoint a regional director to represent AASL on the ALA Membership Promotion Task Force.
2. Membership Review Task Force. It is recommended that the Membership Review Task Force be discontinued.
3. International Relations. It is recommended that the International Relations Committee be discontinued and that a “special interest group” on international issues be formed if desired.
4. Legislation Committee. It is recommended that this committee be discontinued and that the committee’s responsibilities reside in the Advocacy Committee. The Advocacy Committee would create task forces for specific issues. The Advocacy Committee will also assign representation to the ALA Legislative Assembly.
5. New Member Mentoring Committee. It is recommended that this committee be discontinued. A “special interest group” could be formed to facilitate mentoring if desired.
6. Reading for Understanding. It is recommended that this committee be discontinued. A “special interest group” could be formed for those interested in the subject matter.
7. Teaching for Learning. It is recommended that this committee be discontinued. A “special interest group” could be formed for those interested in the subject matter. Consider current members as possible members of the new Professional Development Committee.

8. Intellectual Freedom Committee. It is recommended that this committee be discontinued and its responsibilities reside in the Advocacy Committee. The Advocacy Committee will assign AASL representation to the ALA Intellectual Freedom Committee.
9. Regional Institute. It is recommended that this committee be discontinued and individual task forces be created under the Professional Development Coordinating Committee as needed.
10. Recruitment for the Profession. It is recommended that this committee be discontinued and the function move to ELMSS.
11. Online Courses. It is recommended that this committee be discontinued and individual task forces be created under the Professional Development Coordinating Committee as needed.
12. Web Advisory Committee. It is recommended that this committee be discontinued after survey is complete. A Website Content Task Force is recommended for the creation of content guidelines in response to survey results.

“Special Interest Groups”

The task force recommends that additional work be conducted to create an opportunity for members to engage informally with other members on like-minded topics of interest through virtual and face-to-face meetings. The task force identified important attributes of this program:

- Member benefit.
- Requires trained facilitators/leaders.
- Possible feedback loop to PDCC for proposed programs.
- Virtual and/or face to face.
- Could develop content suggestions for programs, but not required.
- Create very clear delineation between committees and “interest groups.”
- Composed of passionate/interested people.
- Are guided by guidelines.
- Groups are self-selected.
- Groups could be identified by the AASL leadership or could be organically formed.
- Limited staff support provided – communications, meeting organization, provide lists, web technology, etc.
- Self-sustaining service.

The group then identified important considerations for the volunteer work group assigned to creating this program:

- Create a name.
- Research other models within ALA and outside of ALA.
- Create guidelines and interaction opportunities (consider face-to-face and virtual space options).

- Create a pilot program before implementing an association-wide program.

NEXT STEPS AND COMMUNICATIONS STRATEGY

The task force identified the following timeline for the implementation of their recommendations. There was agreement by the task force that their work was complete and that their recommendations should be discussed further by the AASL Executive Committee before implementation.

Next Steps:

1. Task Force will receive draft report for their comments.
2. Identify recommendations for action by the Executive Committee.
3. Appoint another task force to create recommendations for “Special Interest Groups” to be presented to the Executive Committee. This group is possible subset of Committee Review Task Force.
4. Executive Committee will create implementation timeline for changes to AASL committees.

It was agreed that the deliberations and recommendations presented by the task force will remain confidential until Executive Committee discussion and identification of next steps. It was also recommended that the Executive Committee create a plan to communicate the recommendations to important stakeholder groups impacted by their decisions.

Committee Evaluation Worksheet

Committee Name: _____

Type of Committee (Circle): Standing Special Ad Hoc Task Force Not Sure
Other: _____

List Committee Charge(s):

Identify Areas Within the Strategic Plan Committee Supports -considering committee's current charge(s):

Committee does not support strategic plan _____

Goal _____ Objective: _____ Strategy: _____

Goal _____ Objective: _____ Strategy: _____

Goal _____ Objective: _____ Strategy: _____

Goal _____ Objective: _____ Strategy: _____

(Circle the one area above that most closely links the committee's charge(s) with the strategic plan)

Identify the current degree of committee activity:

Very Active Somewhat Active Not very active Dormant

Comments:

Identify the level of volunteer involvement:

Very Involved Somewhat Involved Not Very Involved No Involvement

Comments:

Identify the level of staff involvement:

Very Involved Somewhat Involved Not Very Involved No Involvement

Comments:

Identify the level of direct financial outlay for committee projects:

Significant Somewhat Significant No Significance

Comments:

Identify the Value of Outcomes:

Volunteer Satisfaction: Very High Somewhat High Not Very High None

Work Product: Very High Somewhat High Not Very High None

Relevance to Strategic Direction: Very High Somewhat High Not Very High
None

Financial Outlay Compared to Outcomes: Very High Somewhat High
Not Very High None

General Notes:

Future Recommendations (Sunset, Reactivate, Continue, Consolidate, Change Structure, Revise Charges, etc):



Subcommittee Report on Alternative Methods of Participation

At the recent EC meeting in Chicago, we talked a lot about the idea of SIGs and other names for these kinds of groups that might take the place of some of the committees who are sun setting (is that a word?) as well as the development of new groups who wish to create a means for closer communication on specific topics.

We decided to go away from the name Special Interest Groups. The term "SIG" has the advantage of having a defined concept that most people already understand, but it also brings baggage because so many SIGs have been unsuccessful. There was some concern that in order for this concept to get off the ground, and to connect it to some of the newer terminology in educational circles at the moment, to call the groups Professional Learning Communities (PLCs).

We also decided that it was too difficult to come up with the organizational structure for PLCs even from the input that we had gathered. Our thought was to specifically ask the Teaching for Learning and the Reading for Understanding groups to help us come up with guidelines for how these groups might look. These are the general concepts we suggest:

- A passionate group has a specifically defined common interest
- As a passionate group about a topic, they actively seek to add other members to their community
- There is a leader and a method for maintaining leadership within the group
- They have a set of guidelines
- There is some kind of constant activity within the community
- There is some provision for the automatic dissolution of the community when a lack of participation or interaction has reached a certain point.
- These communities provide members with a means to see out and capture knowledge from their colleagues
- The community actively links resources with other groups and organizations who share a common interest
- There is an updated and dynamic roster of community members

Task force members: Floyd Pentlin, Joanne Proctor, Elaine Twogood and Nancy Dickinson



American Association of School Librarians
Annual Meeting 2006
New Orleans, Louisiana
June 22-28, 2006

Topic: Mega Issue – How do we find money and resources to implement the strategic plan?

Background: As part of the strategic planning process, the Board of Directors identified several key issues needing to be addressed. At the 2006 Midwinter Meeting, the Board workshop was devoted to a facilitated discussion of two of these "mega issues." Consultant Paul Meyer's final report from that workshop, including the recommendations generated by the group, is attached. For discussion purposes, we have divided the report into two sections. The second section covers the financial structure of the association. We have also included a number of charts illustrating trends in both membership and revenues.

In mid-May, the Executive Committee considered all of the recommendations in the report. Based on these discussions, the Executive Committee recommends that the Board of Directors accept all of the recommendations to increase revenues for the association.

The Executive Committee further recommends that an across the Board dues increase take effect in the fall of 2006. Dues would increase from \$40 to \$50 for regular members, from \$15 to \$20 for student members and from \$20 to \$25 for retired members. Section dues of \$5 would remain the same. Factors considered in this recommendation include the implementation a yearly longitudinal survey for data collection, continued participation in the Partnership for 21st Century Skills, funding a full-time Manager, Professional Development, possible revision/rewrite of standards and/or guidelines, increased advocacy efforts, increasing the long-term investment to provide scholarships for professional development and the transfer of bank fees on division membership dues from ALA to AASL.

Action Required: Discussion and motion to accept recommendations of the group.

AASL

Board of Directors Association Structure Workshop Report

Financial Structure

January 20, 2006

Prepared by:
Paul D. Meyer, CAE
Principal Partner
TECKER CONSULTANTS, L.L.C.
427 River View Executive Park
Trenton, NJ 08611
609-396-7998
pmeyer@tecker.com
www.tecker.com

FINANCIAL STRUCTURE

Next, the AASL Board of Directors discussed the association's financial structure. The specific mega issue question created during the strategic planning process to address the association's future financial structure was: **"How do we (AASL) find the money and resources to implement the strategic plan?"**

There was general agreement that additional funding and/or the redistribution of current funding is needed to fully implement the association's strategic direction. The Board of Directors discussed this issue as a full group. First, providing answers to the four knowledge-based questions and then examining possible choices for future funding opportunities. Their final recommendations follow the answers to the four questions.

BACKGROUND INFORMATION

QUESTION 1: What do we know about our members' needs, wants, and preferences that are relevant to this issue?

- Members have constrained budgets.
- Members are getting more services than their dues are covering. Membership is subsidized by other sources of association revenue.
- Some members question the value they receive for their dues.
- When combined with ALA and affiliate dues, the cost of belonging is high.
- Members cannot afford higher costs for conferences.
- There are a significant number of member prospects.
- Members value involvement and participation.
- Members are getting older.
- Younger generation members are looking for tangible services in exchange for membership dues.
- Members are looking for alternative and, potentially, cheaper professional development opportunities.
- Older/Retired members may be interested in making financial contributions to the association for specific projects instead of paying membership dues.

QUESTION 2: What do we know about the current realities and evolving dynamics of our members' profession that are relevant to this issue?

- Library media budgets are constrained in some schools and increasing in other schools.
- States have been cutting back on funding for education.
- Members are expecting more and more free resources from the association.

QUESTION 3: What do we know about the “capacity” and “strategic position” of the association that is relevant to this issue?

Association Capacity

- The association’s financial resources are fully allocated to current programs.
- The association needs to consider discontinuing some programs to make room for more relevant programs.
- The association’s revenue stream is impacted by AASL’s every-other-year conference schedule.
- The association does not have the financial resources to implement its strategic plan.
- The choices for revenue generation are finite.
- Additional revenue is being produced through new initiatives.

Association’s Strategic Position

- The association is the leading voice for School Library Media Specialists.
- AASL’s leadership and staff manage its finances well.

QUESTION 4: What are the ethical implications for consideration?

- The association has an obligation to manage its finances prudently.
- The association has an obligation to serve its members by providing valued services.

Recommendations for Moving Forward

In discussing financial options for future consideration, the Board of Directors brainstormed the following possibilities:

- Increase membership dues revenue from new members recruited to join the association.
- Increase membership dues from existing members.
- Identify opportunities for grant money to fund specific projects.
- Increase revenue from publications.
- Increase revenue from existing conferences.
- Increase revenue generated from new professional development opportunities.
- Create opportunities for members to contribute to special funds.

- Increase sponsor dollars.
- Increase revenue from exhibitors.
- Create opportunities for members to donate money to the association through “planned giving.”

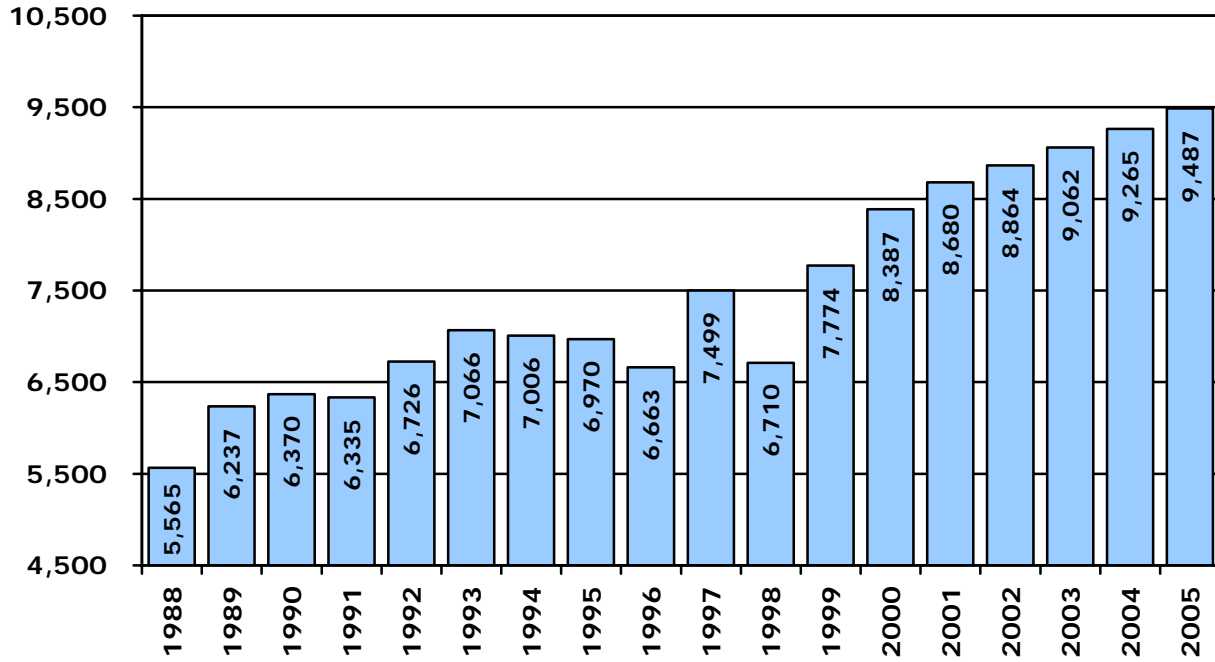
The Board was asked to identify those areas that provided the greatest possibility for additional revenue opportunities and are appropriate to move forward for additional consideration.

They agreed that the following revenue opportunities should be investigated further:

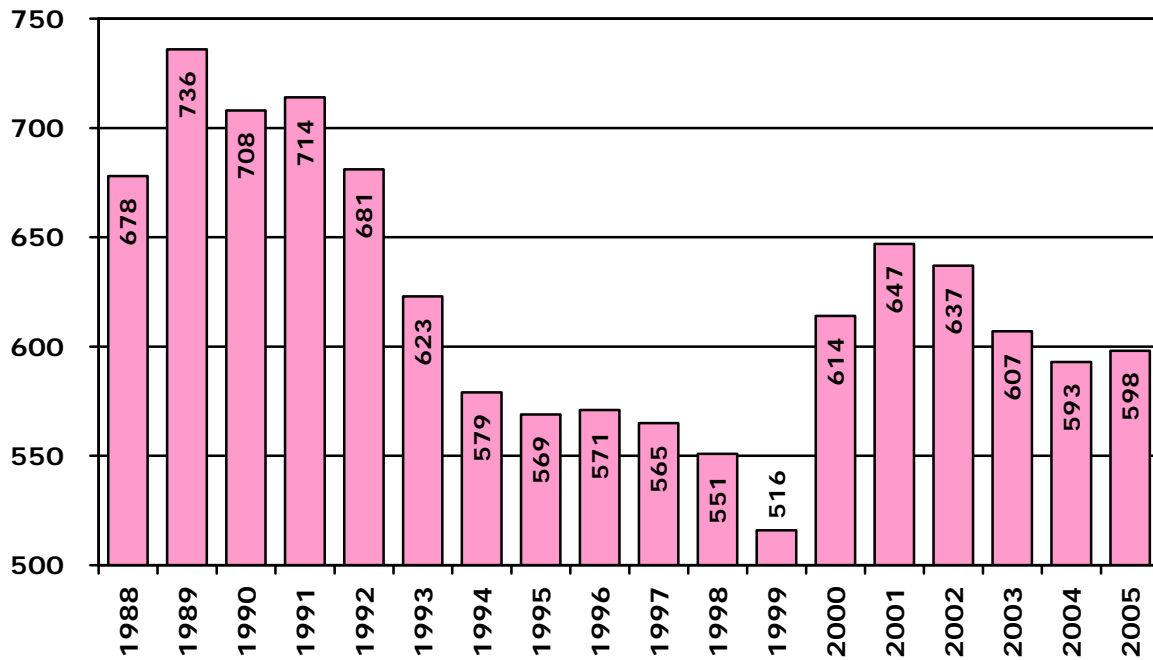
- It is recommended that the association create a plan to increase membership dues.
- It is recommended that the association examine the costs/benefits of soliciting grants for specific programs/projects.
- It is recommended that the association create additional opportunities for members to contribute to special funds.
- It is recommended that the association expand opportunities for additional sponsorship revenue.



Personal Membership Trends 1988-2005



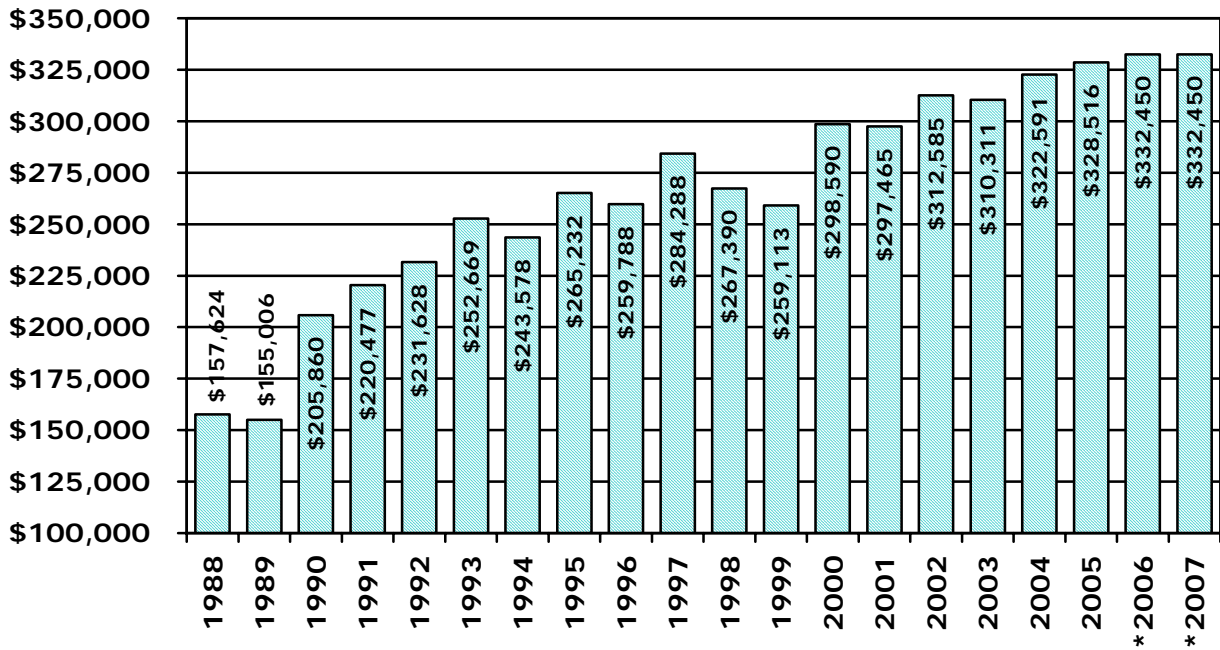
Organizational Membership Trends 1988-2005





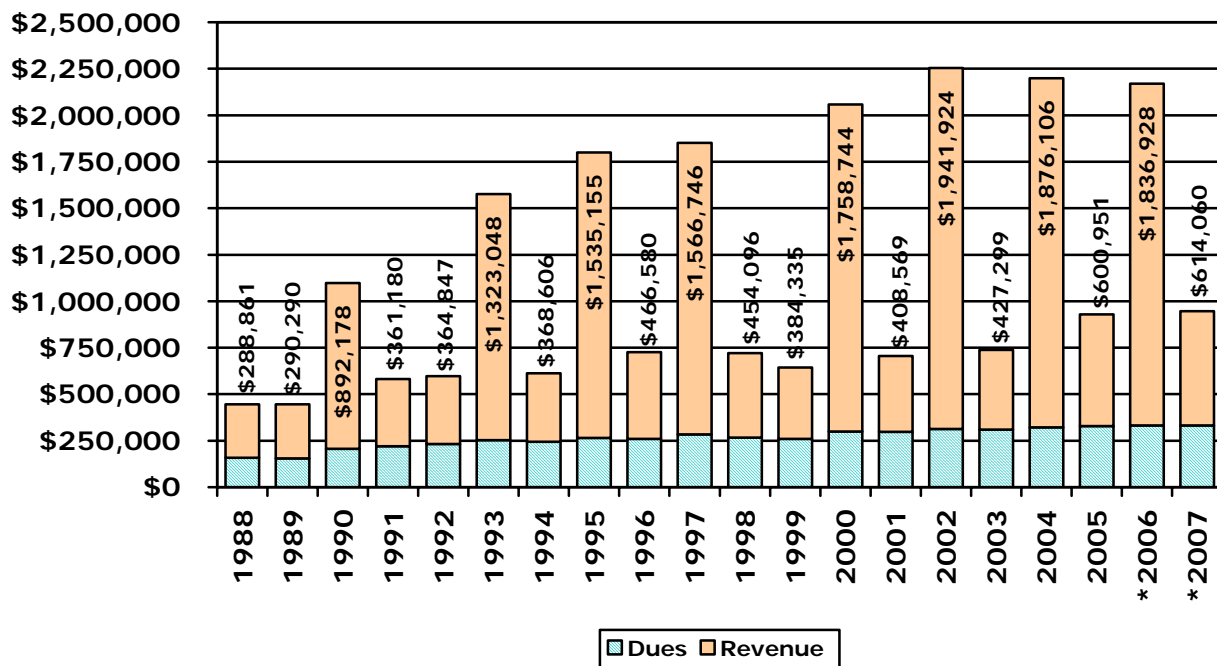
Dues Revenue 1988-2005

Includes Revenue from All Dues Categories



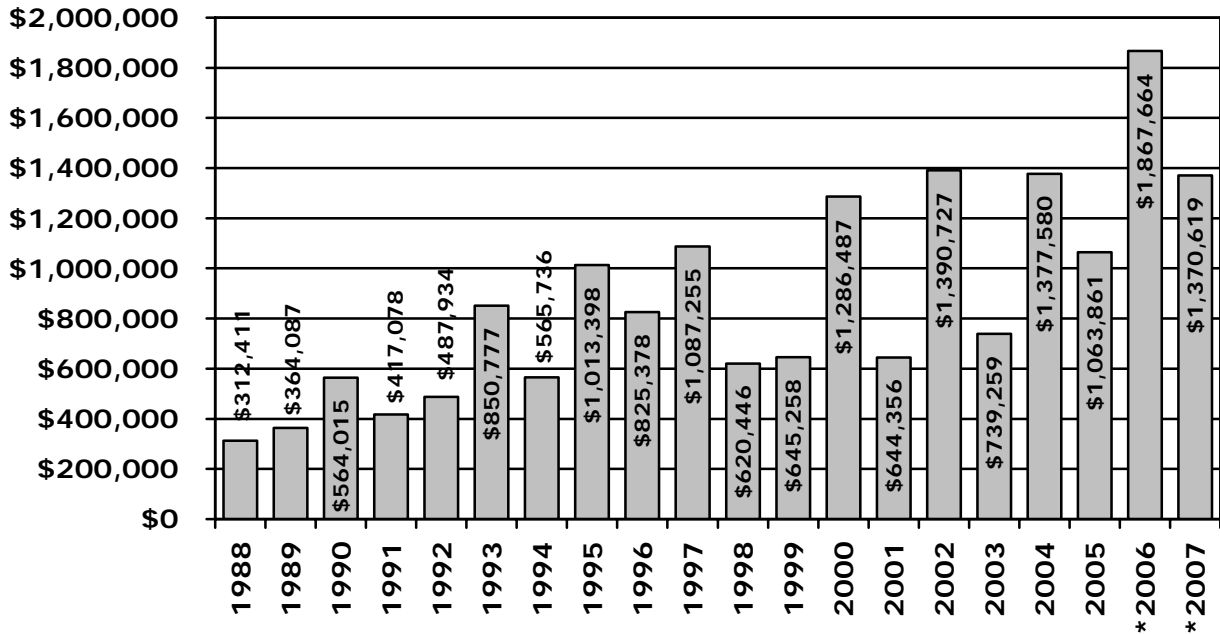
Division Revenue 1988-2005

With Dues Revenue (Fund 12)

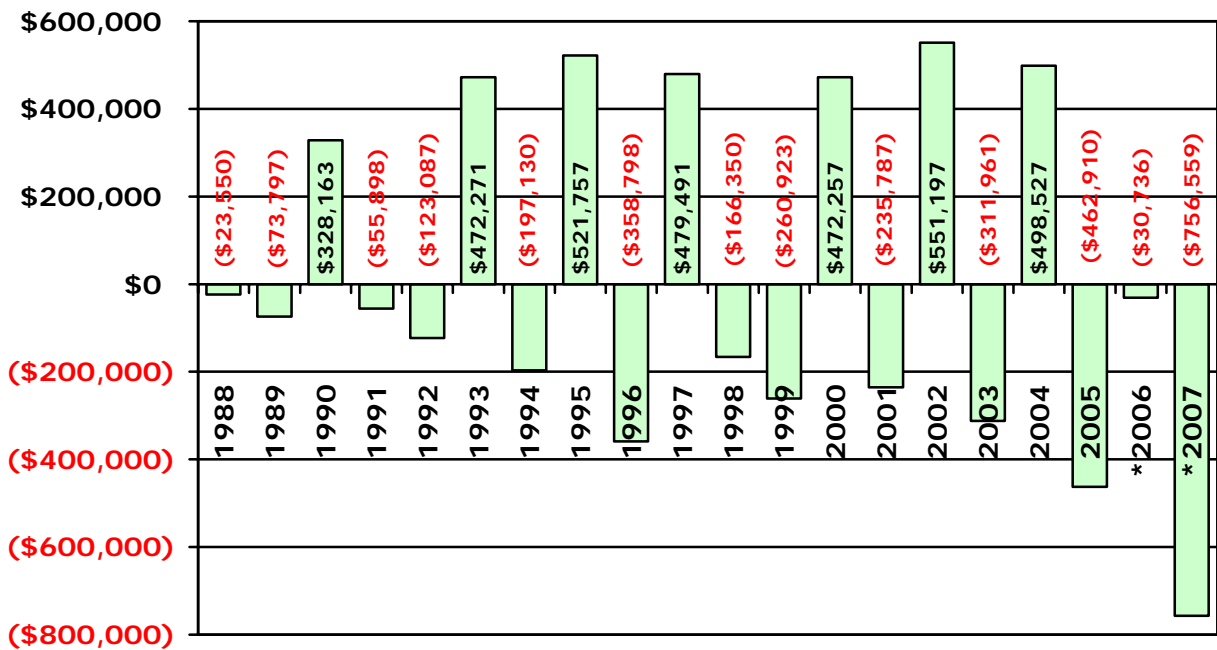




Division Expenses 1988-2005 Including Taxes (Fund 12)

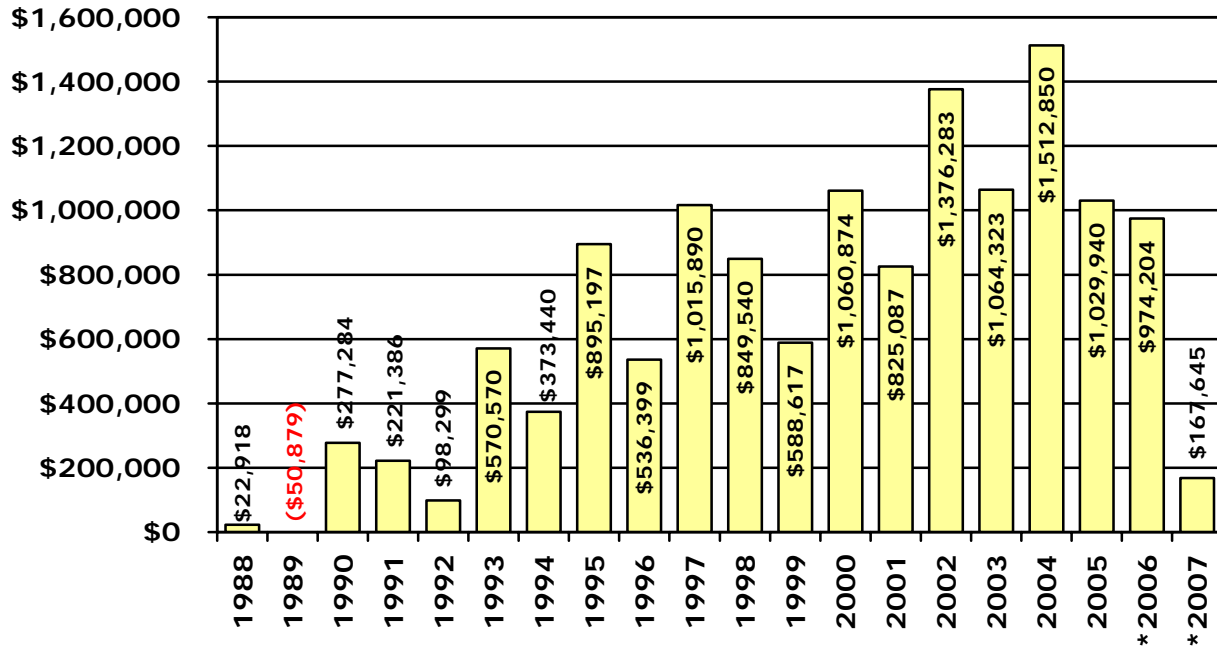


Net Revenue 1988-2005 (Fund 12)





Net Assets 1988-2005 (Fund 12)



* Figures for Fiscal Years 2006 and 2007 are projected amounts.