CHAPTER RELATIONS

Newsletter for and about the Chapters of ALA

Fall 1992 Vol. I, No. 2. ISSN 1062-211X

Chapter Relations Committee Chair's Column: Carol DiPrete

It has been a busy fall for the Committee. The CRC met on October third in Sturbridge, Massachusetts, in conjunction with the New England Library Association, for a long range planning retreat. The Committee has engaged in long range planning before (see box, pg. 3) but has been so successful we decided to undertake a second phase of planning. Eighty-six percent of the original plan has been completed and the CRC is certainly not resting on these accomplishments.

Planning has been defined as "a series of successive approximations toward a moving target" (Robbins, Zweizig. 1988). CRC has "four moving targets" which guided us during this planning retreat. Those goals can be summed up briefly:

1. Address current concerns of the profession by strengthening linkages with the grassroots.
2. Market chapter potential to ALA leaders.
3. Expand information/clearinghouse services for ALA and the chapters.
4. Review, revise, and evaluate plan annually.

Patricia Mautino inspires the Committee to "think outside of the lines."

Charles Beard and Nann Hilyard discuss possibilities for new initiatives.

One of the products of the daylong meeting was the reaffirmation of these goals as suitable and useful for the Committee.

The retreat was facilitated by Patricia Mautino, a former chair of the Committee and consultant on strategic planning. Mautino started the day with an opening presentation on the importance of long range planning in this era of unprecedented change. She motivated the CRC to brainstorm and "think outside the lines."

At the end of the day, the Committee had hammered out the basic information for a new draft of the Long Range Plan. This first draft will be available at Midwinter and comments will be solicited from Chapter members at this time. If you are not able to attend the Midwinter Meeting, please contact the Chapter Relations Office to receive a copy of the draft. The Committee is interested in getting input before we adopt a final plan at Annual Conference in New Orleans.

Not only did the Committee meet in Sturbridge for this productive session but later that week, I also found out that I was elected President-Elect of the New England Library Association! I look forward to meeting many of you at the Presidents-Elect Orientation in Denver!

Report from ALA President, Marilyn Miller

The coalition of members operating in their own state associations and the American Library Association is one of the great strengths of our profession. I continually am excited by meeting members on their home turfs and hearing about their concerns and issues that affect them.

My year as president is speeding along and I thought an update of how my projects were progressing would be useful. For the **Billions of Books and Billions of Bucks** program we have hired Denver Frederick of the Frederick Marketing Group to do a feasibility study as requested by ALA Council to see if there is interest in developing a national trust for libraries. At the AASL meeting in Baltimore we had an enthusiastic meeting with school librarians and Co-Chairs, Blanche Woolls and Dave Loertscher, and Denver Frederick exploring how the reading program might be implemented. Guidelines are being developed for the implementation of the reading program so that we will be ready if the BBBB concept is recommended as feasible.

The **Self-Study Committee** has met and includes F. William Summers as Chair, Mary Arney, Carolyn Cain, Arthur Curley, Dennis Day, Mary Ghikas, Gerald Hodges, Althea Jenkins, Regina Minudri, Paul Mosher, Sue Stroyan, Karen Whitney, and staff liaison, Emily Melton. RFP's for a consultant to do the management study mandated by Council have been requested. The study will evaluate the current management structure of the ALA to determine if it is effective and appropriate in light of the Association's size, mission, and structure by: assessing the effectiveness of the current Executive Board structure and determining if change in its role and structure are warranted; examining the role of the President and the Office of the President as it has evolved over the past decade and its relation to the Executive Director; and reviewing the current position of Executive Director and its relationship to the Executive Board.

An open hearing will be held at the Midwinter Meeting in Denver to invite members to discuss issues related to the general purposes of the self-study which include: determing how ALA can serve more effectively the needs of its members and what future directions ALA should take in its organization, membership, public perception, and business operations. You are encouraged to participate as this will be an opportunity to express your concerns about ALA.

Project Century 21 is also moving forward. Chair, Jane Robbins, Director, School of Library and Information Studies, University of Wisconsin, Madison will make recommendations to the Executive Board at Midwinter regarding appropriate projects and research that might be undertaken to address identified concerns related to library education.

In November, I accompanied a faculty of twenty-one higher education specialists participating in a Chinese-American conference sponsored by the government of the People's Republic of China to discuss issues of elementary education in China and the U.S. A delegation of over 200 educators including 10 school media specialists were a part of this conference.

In December, I was in Russia and Poland as leader of a delegation of forty-seven children's and public school librarians. A second delegation was led by Ann Weeks, Executive Director AASL/YALSA. The two groups visited library and various government agencies related to publishing, printing, and education.

Chapter Relations is published twice a year by the Chapter Relations Office, American Library Association, 50 East Huron St., Chicago, IL 60611; Editors: Gerald Hodges, Julie Ann Geissler - Chapter Relations Office. Advisory Panel: Carol DiPrete, Patricia Mautino, Frances Bradburn. Evaluation and Advisory Board: Chapter Relations Editors' Interest Subcomm. Chapter Relations is sent free to Chapter Leaders. Contributions and news releases should be sent to Julie Ann Geissler, ALA. Internet u59936@uicvm.uic.edu.

© 1992 American Library Association

All materials in this newsletter subject to copyright by the American Library Association may be photocopied for the noncommercial purposes of scientific or educational advancement granted by Sections 107 and 108 of the Copyright Revision Act of 1976. For other reprinting, photocopying, or translating, address requests to the ALA Office of Rights and Permissions.

Chapter Relations Office
PHONE: 800-545-2433 x4283
FAX: 312/944-2641
BITNET: U59936@UICVM
INTERNET: U59936@UICVM.UIC.EDU

Hardy Franklin, ALA President-Elect

I am looking forward to visiting many state associations as I continue my year as President-elect. As the head of the D.C. Public Library, I am in the unique position to also serve in the capacity of State Librarian for the District of Columbia.

My experiences as a public librarian for over thirty years have led me to chose the theme of **"Customer Service in Libraries."** I hope that we as a profession can spend my year as President focusing on how and why we need to serve our customers in the most exciting and useful ways possible.

I strongly believe library users are customers and if we treated them as such we would re-evaluate the services we offer to be sure we are providing exactly what library users need. Many library users are customers because they pay the taxes that support our libraries. Librarians must customize the services for the particular clients using the library. For example, school library media specialists gear their programs to the curriculum and to the needs of students and teachers. Academic libraries serve faculty, students and staff. Special libraries often have been a model of customizing services serving the needs of a diversity of companies and government agencies.

As you plan state conferences and workshops for 1993 and 1994, please help me share my message on customer service by focusing your projects and themes on the same message as appropriate.

I look forward to working with you, sharing ideas, programs, and activities. As librarians we can speak with one voice and by working in our communities we can involve all elements of our society in assuring that the future of libraries in this country is strong and viable.

Anatomy of a Plan

In November 1990, the Chapter Relations Committee met in Chicago for a day-long retreat. Under the guidance of Dadie Perlov, the planning facilitator, the Committee developed the draft of the first plan. In January 1991, the first draft was critiqued and after a spring conference call to work on refinements, adopted at Annual Conference in Atlanta. An implementation plan was developed and approved at Midwinter 1992.

CHAPTER SNAPSHOTS

43 out of 53 ALA State Chapters **(83%)** responded to the Chapter Relations Committee Chapter Survey. Of these:

15 (34%) have no paid staff. These chapters have an average membership of 586.

13 (30%) chapters have no lobbyist.

38 (86%) chapters have a progressive dues structure tied to salary.

The average chapter membership is 1,369.

If you would like to know how your chapter stands in relation to other states in terms of dues, conference registration, fees, or members, call the Chapter Relations Office.

Request for Help on New Officer Training

The Utah Library Association has appointed a task force to develop a training module for incoming officers and committee chairs that can be used on a long-term basis that will assure that all newly elected and appointed officers are effectively trained to function in their new responsibilites. We have held training sessions in the past, but have never had a consistent, well-designed format. Have any other chapters developed such a module they would be willing to share with us? Send your replies to:

Blaine H. Hall
5220 HBLL
Brigham Young University
Provo, UT 84602

Meetings of Interest at Midwinter

Friday, January 22

Speaking Up and Speaking Out
8:30-12:00 Convention Center C210
For those interested in seeing a successful training model inspired by the "Right To Know" media training held at Midwinter 1992.

CRC Data Collection Subcommittee
9:30-11:00 Mariott, Nat Hill

Developing a Media Plan for your Chapter
1:00-5:00 Convention Center A205
For teams from each state. Jointly sponsored by YRTK-PIO-CRC. Contact the Chapter Relations Office for more information and registration.

Saturday, January 23

Chapter Relations Committee I
8:00-11:00 Convention Center, C204
For chapter officers, councilors, executive directors and others active in chapters. This meeting will feature as speakers: Marilyn Miller, Hardy Franklin, Peggy Sullivan, Eileen Cooke and F. William Summers.

CRC ALA Presidential Candidates' Forum
11:30-12:30 Convention Center, C204
For all interested in hearing the ALA Presidential Candidates discuss chapter issues. Come with questions for Arthur Curley and Sharon Hogan.

International Council of Library Association Executives
4:30-5:30 Executive Tower Inn, Gold Room
For chapter executives.

Chapter Councilor Orientation and Reception
4:30-6:30 Marriott, Salon I
For all chapter councilors.

Sunday, January 24

Presidents-Elect Orientation
8:00-12:30 Marriott, Salon J
For chapter officers and executive directors -- Contact the Chapter Relations Office for advance registration.

CRC Editors' Interests Subcommittee
2:00-4:00 Westin, Welton Room

Monday, January 25

Chapter Relations Committee II
2:00-4:00 Convention Center, C204
For chapter officers, councilors, executive directors and others active in chapters.

Tuesday, January 26

Chapter Councilors Caucus
8:00-9:00 Convention Center, Ballroom 1
For all chapter councilors.

YOUR RIGHT TO KNOW: THE CALL TO ACTION
Patricia Glass Schuman, Margo Crist and Elizabeth Curry, editors

The "Your Right to Know: Librarians Make it Happen" campaign was an incredible success, focusing media attention on libraries, capturing the public's interest, reaching across issues key to the library profession and to society. This book includes all the dynamic and inspirational speeches from the 1992 Annual Conference including **Gloria Steinem**, **Cesar Chavez** and others. It also includes creative action/marketing plans of a half a dozen state chapters to try in your own state. The background papers from the Your Right to Know Conference within a Conference are packaged also as a separate publication.
Write ALA Books. 50 East Huron, Chicago, IL 60611
$30.00pbk. ALA Members Price $27.00
ISBN 0-8389-3428-5 Approx. 145p. and 52p. 1993

Chapter Relations Online! New Service from the Chapter Relations Office

The Chapter Relations Committee announces an upcoming service: Chapter Relations Online. This listserver will distribute the electronic version of the Chapter Relations Newsletter as well as press releases and updates of the *State and Regional Library Associations Directory of Officers, Executives and Conferences*, and the *Calendar: A Listing of Library Association Conferences*. If you have access to the Internet and wish to receive timely information from the Chapter Relations Office then subscribe to ALA-CRO. For more information or to subscribe, please send a message to Julie Ann Geissler.

Bitnet: U59936@uicvm
Internet: U59936@uicvm.uic.edu

Watch for ALACRO-L, a discussion list for people involved in state and regional library associations. This service will be starting soon.

A Peek into the Future

Mark your calendar to attend the President's Program on Sunday, January 24 at 3:00 p.m. where Paul Saffo of the Institute of the Future will be speaking on "The Electronic Piñata: Technology and the Future of Libraries." A panel of prognosticators including Peggy Sullivan, ALA's Executive Director; Kathleen de la Peña McCook, Professor, School of Library and Information Science, Louisiana State University; and Jerry Campbell, Vice-Provost for Library Affairs, Duke University will speak on empowering ALA, librarians, and libraries of the future.

Let's Hear from You

Blaine H. Hall
Chapter Relations Editors' Interests Subcommittee

The subtitle for *Chapter Relations* is "Newsletter for and about the Chapter of ALA." To achieve this objective we need to hear from you and your chapter. The Chapter Relations Editors' Interests Subcommittee, which serves as an advisory board to help develop, evaluate, and monitor the newsletter, is anxious to make it as useful as possible. We need news of your chapter's accomplishments and successes in programming, planning, public relations, member recruitment, celebrations, finances, grantsmanship, innovative conference and workshop ideas--the list could go on and on.

We would also like to hear your questions and problems. Are you planning a reorganization study, writing job descriptions for association officers, revising bylaws, developing new membership programs, thinking of changing your dues structure? Would you like some new ideas on chapter management, strategic planning, fund raising, conference programming or speakers? *Chapter Relations* can get your request for ideas and help out to other chapters who have already addressed similar issues and will be happy to share their ideas with you.

Do you have suggestions for issues you would like the Chapter Relations Committee or Office to address to help you strengthen your chapter or to improve your conferences, services to members, and ALA services to chapters? or would you like ideas for helping your chapter councilor serve your chapter more effectively?

Let's hear from you--chapter presidents, executive secretaries, chapter councilors, chapter committees and task forces--anyone in chapter leadership with ideas to share of concerns to be addressed that will help your chapter be more effective, give you an opportunity to express your views on how ALA can best serve chapter needs and interests, and share ideas and concerns of common interest among the chapters. This newsletter is for you and about you. YOU are the most important ingredient in its success.

The Legislative Network: Up and Running

The Chapter Relations Office has been assisting the ALA Washington Office in getting the national legislative network up and running. The CRO has compiled a directory of Federal Relations Coordinators/Legislative Committee Chairs. Appointed through their chapters, these people are the the vital link between the American Library Association Washington Office and state library legislative networks.

Action on the legislative front is often needed urgently with little time to spare. Working closely with the ALA Washington Office, the FRC alerts key persons in appropriate congressional districts to needed action and provides prompt, clear instructions to members of the state's library legislative network. "Grass roots" networks are an invaluable resource since congressional offices give strong consideration to issues where interests is shown at home. The FRC should initiate and continue contact with congressional offices in the district and identify and develop good communication with the congressional staff working on education and library issues.

The ALA Washington Office communicates with FRCs in a variety of ways. Each receives a complimentary subscription to the ALA Washington Newsletter . FRCs may also receive phone calls or FAX messages. FRCs should subscribe to the free ALA Washington Newsline through Bitnet or Internet.

The FRC also works closely with the state library agency head, the state school library media supervisor, and other state organizations with interests in libraries. The FRC must build coalitions of support with school, academic, and special library associations and with trustee and citizen organizations. To do this, the FRC must keep informed about the impact of federal legislation on each of these groups.

The FRC can lend valuable expertise to state delegations attending National Library Week Library Legislative Day. The FRC can provide briefings on current issues and help the state delegation plan its strategy for visits to Representatives and Senators. FRCs can also assist in developing state briefing papers to supplement the information provided by the ALA Washington Office for Library Legislative Day visits.

The Federal Relations Coordinator is an important appointment in your state and the CRO and Washington Office are committed to keeping this network strong. Please contact Eileen Cooke in the Washington Office if your chapter has any questions or concerns. To receive a copy of the Legislative Network Directory, contact the Chapter Relations Office at 800-545-2433 x4283.

American Library Association
50 East Huron St.
Chicago, Il 60611

Non Profit Org.
U.S. Postage
PAID
Permit No. 3226
Chicago, IL