

CHAPTER RELATIONS

Newsletter for and about the Chapters of

ALA

Spring 1993 Vol. 2, No. 1 ISSN 1062-211X

Goodbye, Carol...

Carol DiPrete, CRC Chair to go off Committee after Annual Conference

As my time as Chair of the Chapter Relations Committee is winding down, I want to take this opportunity to reflect on all the wonderful experiences and accomplishments that the Committee has had in the past few years. For four years I have been a member and now Chair of the best committee in ALA! Gerald Hodges and Julie Geissler of the ALA staff could not have been more fun or supportive. Out hats should go off to them for making it all work. The Committee members, Subcommittee members and Chairs, and the "audience" of Chapter leaders have all been hard working, thoughtful and delightful. It makes me proud to be a librarian, and working with such wonderful people makes me realize how strong the bond is between the Chapters and ALA.

A few of the accomplishments I want to highlight are the development in 1990 of the Committee's first long range plan under the able leadership of **Pat Mautino**, Committee Chair. The Committee was so successful in accomplishing the goals established in that plan that we have now developed the second long range plan this year, once again facilitated by Pat Mautino. This newsletter that you are reading was started in 1992 by the Chapter Editors' Subcommittee chaired by **Elizabeth Curry** and now by **Frances Bradburn**. The annual data collection survey was developed by the subcommittee chaired first by **Gil McNamee** and now by **Dan Figueredo**. **Nann Hilyard** has seen that the *ALA Chapter Handbook* was revised and edited, and she also has served as the Committee's liaison to the ALA White House Conference Committee.

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Florence Brown, Incoming Chair of the Chapter Relations Committee

and Hello, Florence!

Florence Brown, the incoming chair of the Chapter Relations Committee, is chief of the Extension Division at Enoch Pratt Free Library in Baltimore. She has had a variety of leadership positions in chapters including terms as President (1978-79) and President-Elect/Program Chair (1977-78) of the Delaware Library Association. Brown also has served at different times as Legislative Chair, Federal Relations Coordinator, and Chair of the Public Relations Committee for DLA. Currently, she is Membership Chair for the Maryland Library Association and Chair of the Local Arrangements Committee for the Mid Atlantic Regional Library Federation conference to be held in Baltimore in 1994.

In addition to these numerous chapter activities in Delaware and Maryland, Brown comes to Chapter Relations with the experience of having been a Committee member from 1983 to 1987 and has been chair of the Presidents-Elect Orientation Subcommittee since its inception in 1985. Those who have had the opportunity to work with Brown know her to be energetic, creative, and

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DiPrete Looks Back at Committee Accomplishments

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Merrilyn Ridgeway is representing the Chapter Relations Committee on a joint committee with PIO to continue our leadership in expanding the Speakers' Network. **Charles Beard**, who orchestrated "Call for America's Libraries," also served as the Committee's liaison to the Freedom to Read Foundation. **Joe Dalstrom** represents the Committee on the ALA Recruitment Assembly and with **Marianne Hartzell** has planned two Conclaves on library education and recruitment. What would we have done without **Florence Brown** who has so ably coordinates the highly successful Presidents-Elect Orientation, without **Frankie Cubbedge** who leads the popular Chapter Councilors Orientation, without **Carolyn Noah** and **Sharon Brettschneider** who have organized the Chapter Booth at Annual Conferences, without **Pat Turnulty** who is heading up our Legislation Subcommittee, and without the wonderful support of our Executive Board liaisons, **Sharon Hogan** and **Bruce Daniels**? We all welcome **Florence Brown** as the new Chair -- the Committee couldn't be in more capable hands. I would also like to welcome new members to the committee and know that they will indeed concur that the Chapter Relations Committee is the best ALA committee to be associated with.

Again, I want to thank you all for a most wonderful experience and for becoming friends as well. Best wishes and see you in New Orleans!!!

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Don't Skip the Most Important Meal of the Day....

No matter what size your state or whether or not you have staff, every chapter president faces the same challenge: how to accomplish your goals during your term. The **Presidents-Elect Orientation** can help you achieve your goals during your term as president by giving you the tools and ideas necessary to be a success. An enthusiastic group of speakers and facilitators made up of past presidents and executive directors will share their tips and techniques on association management. Over breakfast and throughout the morning, you will have the opportunity to network with your counterparts across the nation and learn what has worked for them, as well as share your successful programs and ideas. Being president of your state association is a special honor which offers wonderful opportunities to move your state association into the future. The President-Elect Orientation will give you a jump start toward making your goals realities.

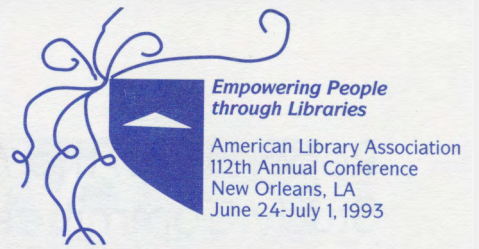
The Presidents-Elect Orientation is held at both Midwinter Meeting and Annual Conference. The next session is scheduled for **Saturday, June 26, 1993, 8:00 am - 1:00 pm, New Orleans, LA.** For registration information, please contact Kim Sanders in the ALA Chapter Relations Office, 800-545-2433 x4291. There is a nominal fee of \$35.00 to cover materials and breakfast.

Did You Know?

That ALA President-Elect Hardy Franklin is also the President of the DC Library Association?



Photo courtesy of American Libraries



Meetings of Interest at Annual Conference

Friday, June 25

International Council of Library Association Executives (ICLAE)

3:00-4:30 Sheraton Aurora Room
For chapter executives

Chapter Relations Committee I

4:30-5:30 Sheraton Pontchartrain A
For chapter officers, councilors, executive directors, and others active in chapters.

Saturday, June 26

Presidents-Elect Orientation

8:00-1:00 Hilton, Magnolia Room
(see page 2)

Chapter Conclave—Recruitment to the Profession: What You Can Do at the State and Local Level

2:00-4:00 Sheraton Pontchartrain B
(see page 4)

Sunday, June 27

Membership Promotion Task Force—Marketing Membership

9:30-11:00 Convention Center 103
For Chapter Membership Chairs and executive directors.

Monday, June 28

Chapter Relations Committee II

8:00-11:00 Sheraton Pontchartrain C
For chapter officers, councilors, executive directors, and others active in chapters.

CRC Editors' Interests Subcommittee

2:00-4:00 Sheraton Bayside A
For editors of state and regional library association journals and newsletters. Featured speaker will be Dianne Rooney of ALA Books on "Quality Design on a Budget." Board Meeting follows.

ALA Self-Study Hearing

4:00-6:00 Marriott La Galerie 2
(see page 6)

Tuesday, June 29

Chapter Councilor Caucus

8:00-9:00 NOCC Ballroom I

Wednesday, June 30

Chapter Councilor Caucus Lunch

12:15-Meet in the Hilton Lobby
(Contact Bev Papai at (313) 553-0303 for more information)

"Speaking Up & Speaking Out" is a three-part, customized training program designed to empower librarians to be **more effective public speakers** before non-librarian audiences, to **efficiently access their local media**, and to serve more effectively as media spokespeople in order to **garner public support** for the important issues facing librarians in their local communities.

The program includes a 53-minute videotape, a guide for those being trained, and a guide for the librarian/volunteer conducting the training session. The videotape includes a number of breaks for discussion as well as role-playing exercises to reinforce newly learned skills. The program and the written materials, created as a 1992 pilot project of the Idaho and Washington State Library Associations, was written and produced by Media Strategy, Inc. of Chicago, an award-winning media relations firm that specializes in assisting non-profit organizations in promoting public and/or social policy issues. The videotape and facilitator's guide cost \$100.

"Speaking Up and Speaking Out" Training workshops are available as full-day and half day sessions. These presentations will teach your members to effectively deliver their message to the media and to the public. These training workshops are presented by Susan L. Silk, founder and president of Media Strategy. Workshops are customized to your state issues. The full-day fee is \$5,500 plus travel expenses. The half-day fee is \$3,500 plus travel expenses.

Call Media Strategy at 312/944-7398 for more information

Chapter Conclave 1993

Recruitment to the Profession: What You Can Do at the State and Local Level
Saturday, June 26, 1993 2:00-4:00
New Orleans, LA - Sheraton Ponch. B

This year's Chapter Conclave will feature **Kathleen W. Murnion** of K.W. Murnion and Associates, Inc., New York, on marketing librarianship as a profession. Ms. Murnion is a marketing and strategic planning consultant to nonprofit organizations. She has worked with a wide range of nonprofits in designing and implementing strategic approaches for their needs. In the process she has helped them assess their resources, define their goals, identify their "markets," and develop action plans for their future stability and growth.

Don't miss the ALA
Membership Promotion
Task Force
Sunday, June 27
9:30-11:00
Program will feature
Kathleen W. Murnion who
will speak on tips and
techniques for membership
promotion. If you are the
membership chair for your
chapter, don't miss this
opportunity to learn more
about effective
membership marketing
techniques!

Ms. Murnion is also an adjunct professor at New York University and Fordham University and frequently is invited to give presentations and workshops on marketing for nonprofits.

Prior to establishing her own company, Ms. Murnion had extensive experience in the corporate sector as a senior product manager for Nabisco and Bristol Myers. Her approach reflects her experience in both sectors by applying the principles of consumer marketing to meet the unique demands of the nonprofit arena.

Ms. Murnion holds an MBA in marketing and management from New York University, an MA in English Literature from City University of New York, and a BA in English from Mercy College.

Other speakers include **Rick AmRhein** of the Nevada Library Association, **Gregory Reese** of the Ohio Library Council, and **Martha Trask** of the Connecticut Library Association. Each of these associations has developed an innovative program for recruitment in their state. Mr. AmRhein will talk about the challenges of recruitment in a state without a library school. Mr. Reese will focus on recruiting people of color, and Ms. Trask will showcase the variety of approaches her chapter has taken to recruitment. Also, **Evet Mouton** of the Louisiana Teenage Librarians Association will address specific strategies for getting young adults interested in librarianship.

Come to learn the concepts of marketing a profession and hear about some successful programs operating in state library associations. This year's conclave promises to be a dynamic two hours that will leave you with the motivation and the models for implementing a plan to approach this critical issue in your state.

☆☆☆☆☆

While in New Orleans, be sure to drop by the **Chapter Booth (#941)** to see a display about what chapters are doing in the area of Intellectual Freedom.

Incoming Chair of CRC is Florence Brown

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committed to strengthening the ties between ALA and the chapters. Brown says that she wants to "continue the very valuable relationship between ALA and the chapters as well as market the services of the Committee and the Offices to the chapters." Brown adds that during her tenure as chair she also will "continue to let ALA leaders know about the value of chapters."

As the newsletter goes to print, we know that Florence will be joined on the Committee by returning members, Merrillyn Ridgeway (Arizona), Barbara Cunningham (Illinois), and Nann Blaine Hilyard (Maine).

New members that have accepted President-Elect Franklin's appointment at this time are Steven Hawk (Ohio) and Jean Ann McCartney (Missouri).

Call To Action

The Chapter Relations Committee has the following Subcommittees:

Presidents-Elect Orientation. Florence Brown, Chair

Plans the Presidents-Elect Orientation that is held at every Midwinter and Annual Conference for Chapter Presidents-Elect, Presidents, and Executive Directors.

Chapter Councilor Orientation. Frankie Cubbedge, Chair

Plans the Chapter Councilor Orientation, a session held at Midwinter for new and returning chapter councilors.

Legislative Activity. Pat Tumulty, Chair

Collects information on legislative activities of the state chapters and advises the Committee on possible programs to help state legislative chairs share information and lobby more effectively at the state and local level.

Editors' Interests. Frances Bradburn, Chair

Discusses topics of interest to those who edit state and regional library association newsletters and journals. Plans program for Annual Conference on topics of interest to editors and updates the editors directory published by the Chapter Relations Office. Also sponsors sample issues exchange and acts as advisory panel to Chapter Relations Office Newsletter.

Chapter Booth. Carolyn Noah, Chair
Decides theme and purpose of the Chapter Booth and coordinates promotion and staffing of Booth at Annual Conference.

CRC/OLPR/SCOLE Joint Task Force on Education and Recruitment. Joe Dahlstrom, Chair.

Plans programs and advises the Committee on ways to address the issues of recruitment and education.

YES! I am interested in getting involved with the Chapter Relations Committee by serving on a Subcommittee.

Name: _____

Address: _____

City, State, Zip: _____

Phone, Fax: _____

Chapter: _____

SUBCOMMITTEE: _____

Please Return This Coupon to:
Chair
Chapter Relations Committee
American Library Association
50 East Huron St.
Chicago, IL 60611
FAX: 312-944-2641

Report from the ALA Self Study Committee

Gerald Hodges, Committee member

Many of you are probably aware that the ALA Self Study Committee has been working toward their charge to develop a plan for a comprehensive organizational review of ALA, but you may not know that the chapters will play a significant role in this study. A subcommittee of the Self Study Committee on chapters is chaired by Regina Minudri and composed of Dennis Day, Karen Whitney and myself. The Committee is soliciting input from chapters in a number of ways:

- The consultant for this project, Dadie Perlov of Consensus Management Group, spoke with many chapter executive directors at their meeting of the International Council of Library Association Executives at the 1993 Midwinter meeting.
- Committee members and Chapter Relations Office Staff are conducting open forums at many chapter conferences in order to gather information from ALA members and non-members on ALA's strengths and weaknesses, and how ALA should position itself for the future. The first such focus group was held at the Texas Library Association and more will be held this fall.

- A survey will go out to each chapter requesting that the chapter's board respond to similar questions in order to provide an organizational response.

Along with open hearings at Annual Conference, many other avenues for input from chapters are available. Please take the opportunity to make your opinion and the opinion of your chapter heard. With your assistance, ALA can continue to be an effective member-driven association into the 21st Century.

To subscribe to ALACRO-L, the chapter relations listserv, send a message to:

listserv@uicvm.uic.edu

include a one line message:

subscribe alacro-l [your email address] [your name]

If you have questions, please call Julie Geissler in the Chapter Relations Office 800-545-2433 x4283



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