

# Chapter Relations

Newsletter for and about the Chapters of the American Library Association

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## Message from Florence Brown Chapter Relations Committee Chair

I cannot tell you what an exciting, productive year this has been for the Chapter Relations Committee! In this, the fourth issue, of the Chapter Relations Newsletter, you can see the many activities of the Committee and the Chapter Relations Office.

The Committee's activities are the result of a Long Range Plan for the Committee and the Office that we developed in 1990 and revised in 1993. Many thanks to Carol DiPrete of Rhode Island and her subcommittee for monitoring Committee activities and keeping us on track.

Please plan to attend all of the Chapter Relations Committee's programs and meetings in Miami Beach. Of particular note is the Chapter Conclave on Saturday, June 25, 8-11, entitled "Stop Talking and Start Doing! Recruitment and Retention of Minorities at the State and Local Levels." This significant program is co-sponsored by the ALA Black Caucus, REFORMA, the OLOS Advisory Committee, the OLPR Advisory Committee, the Committee on the Status of Women in Librarianship, and the Standing Committee on Library Education. Major speakers are **Joshua Smith** (see photo inside), President and CEO of the Maxima Corporation, **Marianne Hartzell** of the Michigan Library Association, **Camila Alire** of REFORMA, **John Tyson** of the Virginia State Library, **Angela Bowie** of the Cleveland Public Library, and **Soo Young So**, ALA Minority Fellow. Leave this program with a plan for action in this area critical to our professional.



*Florence Brown*

In response to requests from Chapter leaders, we held the first of what will be ongoing Legislative Advocacy Workshops at the Midwinter Meeting in Los Angeles. Under the leadership of **Pat Smith** from Texas, members were able to explore many methods for becoming savvy and effective library advocates at the state and local levels. This workshop will be repeated, focussing on lobbying and the law, political action committees, the use of lobbyists, maximizing the impact of Legislative Day and advice from a legislator.

The Editors' Interest Subcommittee, under the leadership of **Frances Bradburn** from North Carolina, has been active in serving as an advisory panel for this Newsletter and has planned a superior program in Miami Beach on "the H.W.Wilson Award: How do you get it?"

Many thanks to **Frank Iacono** of Rhode Island and his Chapter Booth subcommittee. Make certain that you plan to stop by Booth #2055 in the Miami Beach Convention Center to see the display materials that Chapters have submitted on Public Awareness.

What a boon the Chapter Councilors have been for the Committee this year! Many thanks to each of you and particularly to **Bev Papai** of Michigan who convened the group this year. Your participation in the excellent Orientation for Chapter Councilors, held each Midwinter under the leadership of **Frankie Cubbedge** of South Carolina, has resulted in your being visibly effective on the floor of the Council.

A special tip of the hat to our Office staff who facilitate all of the great things we do: **Gerald Hodges, Kay Tavill, and Kim Sanders.**

## Public Awareness Training Available for Chapter Members

The Chapter Relations Committee is involved in yet another exciting continuing education offering for Chapters. As cosponsors with ALA President-Elect Arthur Curley's Committee on Public Awareness, the Public Information Office Advisory Committee, and the Legislation Committee, we received a \$10,000 grant from the World Book-ALA Goal Award Committee. This project,

LIBRARY ADVOCACY NOW, will bring continuing education programs to forty Chapters in the next year with a focus on developing your members skills in public awareness activities. The goal is to create a national network of librarians and library advocates who will actively speak out at the state and local levels for libraries and library legislation.

Training at Annual Conference in Miami Beach will be held for twenty-five current members of the ALA Speakers Network. These trainers will then be available to conduct training at your next conference (or at another time during the year in your state). This

training builds upon the Speakers Network that the Chapter Relations Committee cosponsored with the 1992 ALA President Patricia Glass Schuman.

If your Chapter would like to host a training session at your conference (approximately three hours), either as a program, a preconference, or postconference, please contact Gerald Hodges at the Chapter Relations Office.

## LAMA Offers Regional Institutes

From "leadership strategies" to "grantwriting" to "the future of libraries and librarianship," the Library Administration and Management Association (LAMA) offers stimulating, informative regional institutes on topics of current importance to the library profession. Taught by experts, these one-day workshops have been presented at state and regional annual conferences, at universities and public libraries, and as in-house training in organizations from Alaska to Florida.

"Redefining Libraries and Librarianship: Strategies, Structures and Roles for the New Millennium" focuses on identifying and evaluating important social, economic, political and technological trends that will shape the direction of libraries and the profession of librarianship in years to come. The workshop leader is Jim Neal, Dean of University Libraries at Indiana University and LAMA Past President.

Librarians seeking to expand their perspectives on leadership will want to attend "A Leadership Survival Kit." Consultant Dr. Abigail Hubbard of the Department of Management, University of Houston, explores leadership and decision-making styles; developing effective communication strategies; confronting and managing conflict; stimulating creativity; and power and politics.

"Dollars and Sense: A Grantwriting Workshop" provides hands-on practical information on locating and securing grant dollars to fund special programs and projects a library is unable to fund through its general budgetary means. Presenter Gail McGovern has given more than fifty workshops on grantwriting which have resulted in participants receiving over \$10 million in outside funding. To find out more about bringing a LAMA institute to your area, contact Elizabeth Dreazen, LAMA Deputy Executive Director, LAMA/ALA, 50 E. Huron Street, Chicago IL 60611. Telephone: 800/545-2433, ext. 5030 or e-mail Elizabeth.Dreazen@ala.org.

### Information Needed

The Young Adult Library Services Association, along with the Chapter Relations Committee, is looking for information on state teenage library groups. Please contact Ma' Lis Wendt at 718/220-6560 for more information.

## ALA Self-Study Committee Update

A special thanks to the more than forty Chapters that provided input to the ALA Self-Study Committee during the past year. The Committee will bring many of the suggestions offered by Chapter members and Boards to the Council at the Miami Beach Annual Conference. Among the major ideas that the Chapters provided the Committee were:

### What is ALA doing right?

- Intellectual Freedom support
- Legislation and the Washington Office
- Conferences, Programs
- Journals/Publications
- Public Awareness and Public Relations
- Chapter Relations Office

### What is ALA doing wrong?

- Fragmentation, bureaucracy
- Apparent lack of focus on priorities
- Involvement in "social issues"
- Conference too large/too complex

### How can ALA improve?

- Focus on library and association issues
- Reduce ALA bureaucracy
- Use technology more effectively
- Develop a strategic plan

### How can ALA position itself for the 21st century?

- Integrate technologies at all levels
- Concentrate on influencing the National Information Infrastructure
- Form cooperative alliances with other organizations
- Heighten public awareness/visibility for libraries
- Define and focus on top priorities

The Self-Study Committee will make its final report in 1995. If you or your Chapter have other issues that you would like to make known, please forward them to Gerald Hodges.

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## Upcoming Events at Annual

### FRIDAY, JUNE 24

1-5 Legislative Training Workshop  
**MBCC B213**

### SATURDAY, JUNE 25

8-11 Chapter Conclave II: "Stop Talking and Start Doing: Recruitment and Retention of Minorities at the State and Local Level."  
**MBCC B217/B218**

2-4 Chapter Relations Committee Meeting I  
**MBCC A111**

4:15-5:45 Opening General Session  
**MBCC Hall D**

6:15-8 ALA Membership Meeting I  
**MBCC D128/131**

### SUNDAY, JUNE 26

8-1 Chapter Presidents-Elect Breakfast and Orientation  
**MBCC A104/105**

9:30-11 Membership Promotion Task Force Program: "Membership in the New Marketing World"  
**MBCC D233/234**

9:30-12:30 Council & Executive Board Information Meeting, Council I  
**MBCC D128/131**

2-5:30 Chapter Editors' Interest Subcommittee Program and Meeting  
**MBCC C127**

### MONDAY, JUNE 27

9-11:30 "Up for Adoption: New York Library Association's Statewide Public Awareness Program"  
**MBCC A209**

2-5:30 Chapter Relations Committee Meeting II  
**MBCC A107**

8-10 ALA Membership Meeting II  
**MBCC D128/131**

### TUESDAY, JUNE 28

9-12 Council II  
**MBCC D128/131**

### WEDNESDAY, JUNE 29

9:30-12:30 Council III  
**Fontainebleau Ballroom**

## Visit the Chapter Relations Booth

**Volunteer now to provide materials and to staff the ALA Chapter Relations Booth!**

This year's booth (number 2055), chaired by Frank Iacono of the Chapter Relations Committee, will feature public awareness/public relations materials designed for both the general public and legislators. We need materials of all kinds (booklets, pamphlets, posters, videos, bookmarks, etc) used for promoting libraries and library services in your state. For more information, please contact the Chapter Relations Office.



*Joshua Smith, President and CEO, Maxima Corporation  
"Stop Talking and Start Doing!" Keynote Speaker*

## Chapter Relations Committee takes "Stop Talking and Start Doing!" to Black Caucus Conference

Committee Chair **Florence Brown** is coordinating the presentation of our Annual Conference Conclave program, "Stop Talking and Start Doing! Recruitment and Retention of Minorities at the State and Local Level," during the conference in Milwaukee, August 5-7, 1994. The conference, entitled "**Culture Keepers II: Unity through Diversity**," will focus upon the role and presence of the library and information professional in increasingly diverse communities. Broad issues of identifying, organizing and assuring equitable access to information will help shape the programs and presentations. A career development and placement center is planned for the conference. The conference coincides with Milwaukee's African World Festival, a three-day international celebration with exhibits, vendors, and entertainment reflective of the African Diaspora. Put this conference on your calendar now!!

## From the Chapters--Mobilizing Support

Intense competition for public and institutional dollars makes it more crucial than ever that decision-makers and institutional leaders, including elected/appointed officials, and members of the public understand the importance of the libraries to the future of their communities and the nation as a whole.

## Library and Business Partnerships

**Carol A. Brey**, Illinois Chapter Councilor

Several weeks ago, while preparing a presentation for the Illinois Library Association Annual conference on the subject of "The Care And Feeding Of Business Patrons", I realized that I have been working closely with the business community for almost as long as I have been a librarian--some xy!\$\$ years (oops--must have been a computer glitch there). A strong working relationship between the business community and the public library makes sense, but only recently was that relationship formalized in Illinois--through a new program called "Library Partners". Co-sponsored by the Illinois State Library and the Illinois State Chamber of Commerce, the purpose of the "Library Partners" is: "To strengthen relationships among communities, thereby promoting increased awareness, productivity and profitability in library and business pursuits."

Numerous libraries are now participating in the program, providing services for their local businesses such as:

- Timely information for product/service research, development and analysis;
- Market research assistance;
- An organized "mini-business center" with numerous reference sources, including directories of corporations and manufacturers;
- Updated resources on business law, regulations and tax information;
- Training materials on video and audiocassette;
- Workshop cosponsored with the local chamber of commerce on a variety of topics of interest to business owners/operators;
- Referral service to other agencies that assist businesses

Clearly such a partnership makes sense. Providing resources and services of value to the business community enhances the local economic climate, which generally translates into a well-supported public library!

Carol has offered to share her experiences with the "Partners" program. Contact **Catherine O'Connor**, Program Coordinator at the Illinois State Library. 800 S. 2nd Street. Springfield, IL 62701. 217/782-9435 or **Carol Brey**, Director of Oak Park Public Library. 834 Lake Street. Oak Park, IL 60301. 708/383-8200.

## Vermont Libraries form Government Relations Phone Tree for Fast Lobbying

**Peter W. Blodgett**, Thetford, Vermont

The Government Relations Committee of the Vermont Library Association is publishing a phone tree to encourage fast, effective lobbying efforts on legislative issues affecting Vermont Libraries.

A simple short message will be relayed to minimize any distorted effects of the "telephone" game. Among the final libraries on the tree are those who sent out the call, so the message will go full circle and can be confirmed and checked for any distortion.

All members of the phone tree will spread the word to their library supporters, friends groups, etc., so many different voices and perspectives are heard. Those who wish to see the Vermont Tree may contact Peter Blodgett at the Latham Memorial Library. PO Box 240. Thetford, VA 05074. 802/785-4361. Reprinted with permission from the Vermont Library Association Newsletter April, 1994.

## News from the District of Columbia Library Association

**Robert R. Newlen**, DC Chapter Councilor

DCLA has popped the cork on the champagne to honor its 100th anniversary in 1994. Thanks to a hard working centennial committee, this landmark event is being celebrated with a wide range of activities including:

- DCLA planted trees at two branches of the D.C. Public Library. This event kicked off the centennial during National Library Week, 1993.
- Last August, Eileen Cooke coordinated DCLA's Idea Day at the Catholic University of America to brainstorm about DCLA's future and how better to serve our membership.
- During the past year, a special "Centennial Moments" has appeared in the DCLA newsletter, Intercom.
- An illustrated history of DCLA is being written by John Cole, Director of the Center for the Book, Library of Congress.
- DCLA received a grant of over \$4,000 from the D.C. Community Humanities Council to mount a traveling exhibit on DCLA and the D.C. library community. The exhibit will open at the Juanita E. Thornton/Shepherd Park branch in September 1994.

To support centennial activities, DCLA sold over 100 centennial memberships at \$100 a piece with special benefits (this included a \$30 contribution towards public service activities). Also, DCLA sold centennial mugs.

The year will be capped with the Centennial Gala on June 18. It will be held at the historic Washington Club.

In addition to these activities, DCLA had an extremely active year of programs on every imaginable topic. The 1994 Joint Spring Workshop featured Kaycee Hale in an all day program entitled "The Habit of Being: Toward Professional Effectiveness." On April 10, DCLA honored Eileen Cooke, retiring Director of the ALA Washington Office and loyal DCLA member, with a brunch at the Kennedy Center. DCLA has established the Eileen Cooke Scholarship Fund and over \$1,000 has been contributed. DCLA is also looking forward to hosting a special lecture and reception on May 26 at the Library of Congress featuring ALA President (and former DCLA President) Hardy Franklin and President-elect Arthur Curley.

# A Guide to Grants Information

Frank P. Iacono, Rhode Island Chapter Councilor

New Publication from ALA Books: **The Big Book of Library Grant Money: profiles of 1,471 private and corporate foundations and direct corporate givers receptive to library grant proposals.**

Starting with the basics, the following titles provide excellent information for librarians entering the realm of grantseeking and grantsmanship:

Barber, Peggy and Linda Crowe. **Getting Your Grant: A How-To-Do-It Manual for Librarians.** Neal-Schuman, 1993.

Corry, Emmett. **Grants for Libraries, 2nd ed.** Libraries Unlimited, 1986.

Margolin, Judith, ed. **The Foundation Center's User-Friendly Guide: Grantseekers Guide to Resources.** The Foundation Center, 1990.

Woolfs, Blanche. **Grant Proposal Writing: A Handbook for School Library Media Specialists.** Greenwood Press, 1986.

Armed with a worthy cause and no money, the librarian now must deal with the nuts and bolts of grantsmanship, researching who funds what. When comprehensively researching foundations, the most valuable publications to be perused are those produced by The Foundation Center in New York (call 800/424-9836 for their latest catalog). Foundation Center titles of particular note are:

**The Foundation Directory**, which provides vital information on the nation's 7,500 largest foundations (those awarding at least \$100,000 in grants annually or with assets of \$1 million or more).

**The Foundation Directory Part 2**, which provides information on over 4,200 mid-sized foundations (those with annual giving between \$25,000 and \$100,000).

**The Foundation Grants Index**, which lists over 55,000 grants of \$10,000 or more awarded by over 750 of the nation's largest foundations.

**The National Guide to Funding for Libraries and Information Services, 2nd ed.**, which provides essential facts on over 600 foundations and corporate direct giving programs, each with a history of awarding grant dollars to libraries.

The Foundation center publications are not inexpensive. If your budget does not allow for their purchase, one sure place to find them is at a Foundation Center cooperating funding center. There are roughly 200 in the United States. These usually maintain all the Center's publications in their collection. Don't like either of these options? Well how about doing your search **electronically** via Internet. All librarians with access to a microcomputer and a modem can surf the Internet. Through Internet the DIALOG Information Retrieval Service databases are just a telnet away (telnet **dialog.com** connects you) and among the 400+ databases at your disposal are **The Foundation Directory** and **The Foundation Grants Index**. Of course you'll need a Dialog account number and password (it isn't free to say the least) and preferably some training in searching DIALOG, but it would take numerous well-done searches to add up to the price of these publications in hard copy. Call DIALOG at 800-334-3564 to get all the information necessary for setting up an account.

Lastly you may wish to know what grants Uncle Sam makes available to libraries. Earlier this year the American Library Association's Washington Office published **Federal Grants and Services for Libraries: a Guide to Selected Programs.** the guide describes 112 federal grant programs that provide funding for library-related projects, exclusive of the major targeted federal library programs - the Library Services and Construction Act and the Higher Education Act Title II. The guide is available from ALA Washington Office, 110 Maryland Avenue, N.E., Washington, DC 20002 and costs \$8. Grant information is also provided through the **ALA Washington Office Newslines**, an electronic journal available without charge through the Internet. To subscribe, send an e-mail message "subscribe ala-won FirstName LastName" to listserv@uicvm.uic.edu. And finally, all federal grant programs in existence are detailed in the **Catalog of Federal Domestic Assistance**, published by the Government Printing Office. User friendly it's not, but at \$46 it's a subscription worth considering.

**Frank Iacono** is Supervisor of Reference Services at the Department of State Library Services and News Editor of the RILA Bulletin. Reprinted with permission from the Rhode Island Library Association Bulletin, January/February 1994.

**Kay Tavill** in the Chapter Relations Office has compiled a list of Internet addresses for select national sites providing information related to grants and funding opportunities. She also maintains a list of listservs that address funding issues in general. Please contact Kay if you would like either of these lists.

## Chapter Relations Office new Assistant Director, Kay Tavill

Kay Tavill has joined the ALA staff as Assistant Director of the Chapter Relations Office. She comes to ALA from Marquette University where she managed the Funding Information Center, a Foundation Center cooperating network funding center. She has developed and taught numerous workshops, seminars, university graduate school and continuing education courses on topics ranging from funding research, grant proposal writing, interdisciplinary research, and internet for fundraising and development. Kay also serves on the board of directors of numerous nonprofit organizations, consults privately, and reviews grant proposals for the US Department of Education.

Kay served on the Publications Committee of the Wisconsin Library Association for several years and has also been active in Association of College and Research Libraries, Education and Behavioral Sciences section, having served as chair of the Curriculum Materials Committee, the Publications Committee, and the ACRL Philosophical, Theological, and Religious Studies Discussion Group. She has also been a member of the Fundraising and Financial Development Section of Library Administration and Management Section, serving on the Trends, Marketing, and Project Development Committee.

Her professional writing spans reviews for electronic and print sources, articles, newsletters, directories, and books, in topics ranging from library and information science, fundraising and philanthropy, Jewish studies, and yoga. Kay has a MLIS from University of Wisconsin-Milwaukee and is currently writing her thesis in Liberal Studies at Loyola University Chicago.

## Technology

### **ALACRO-L the Chapter Relations Listserv**

You can communicate with your Chapter colleagues through the listserv ALACRO-L. The list is administered by Kay Tavill, Assistant Director of the Chapter Relations Office. Any topic of interest, including questions may be introduced on the listserv. Recent topics have included financial plans, teenage librarian associations, and increasing revenues during tight fiscal times. It is a great way to get instant feedback and exposure to issues important to the chapters. To subscribe send the message subscribe ALACRO-L to Listserv@uicvm.uic.edu. Questions may be directed to Kay (kay.tavill@ala.org).

### **The ALA Gopher gopher.uic.edu**

Charles, Harmon, ALA Headquarters Library Director, along with Ed Valauskas, ALA Internet Consultant, debuted the ALA Gopher at the ALA Executive Board meeting the week of April 27, 1994. Staff in ALA's divisions and offices are currently formatting documents and posting them. Because of this "work in progress," many menu items do not yet have documents behind them. Each week more and more documents will be posted. As this happens, document locations in the menu may change. At this point the Chapter Relations "yellow pages" containing State and Regional Library Association Directory of Officers, Executives and Conferences is available through the ALA gopher, as well as the ALA Affiliates List (our blue pages).

To access the ALA gopher, users can point their favorite Gopher client to gopher.uic.edu (port 70). Once users access the Gopher at the University of Illinois at Chicago, the ALA Gopher can be reached by selecting the "Library" option on the main menu, and then the "American Library Association" option on the submenu.

Your comments and questions are welcome and will help us make the ALA gopher more useful to you and other members of the library and information community. Please send comments and suggestions about the ALA Gopher to Charles Harmon (Charles.Harmon@ala.org). Technical questions can be sent to Ed Valauskas (Edward.Valauskas@ala.org). Questions about Chapter Relations Documents may be sent to Chapter Relations (CRO@ala.org).

### **New Easy-to-Remember Internet Access to the Chapter Relations Office**

Gerald G. Hodges, Director  
**gerald.hodges@ala.org**

Kay Tavill, Assistant Director  
**kay.tavill@ala.org**

Chapter Relations Office  
Kimberly Sanders, Administrative Assistant  
**cro@ala.org**

## **INTERNET - How can we help you?**

The Chapter Relations Office is interested assisting Chapters in obtaining access to the Internet. We want to know whether or not you have access to Internet, how you use Internet, and how we can help you obtain access and training. Watch for an upcoming survey on this important area.

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