

Chapter ▾ RELATIONS

NEWS FROM THE CHAIR

Message from Margo Crist

These are exciting times at the American Library Association and for its Chapters. New ALA Executive Director Elizabeth Martinez has identified a new set of directions and programs for ALA and some of them will be of particular interest for Chapters. I encourage you to inform yourself about this new program called ALA Goal 2000: A Five Year Plan to Position the Association for the Information Age. You will want to support the programs you think will particularly benefit your Chapter in the coming years. ALA Goal 2000 seeks to have the association as closely identified with the public's right to a free and open information society — intellectual participation — as it is with intellectual freedom. Key recommendations call for expansion of the ALA Washington Office to increase its ability to follow and influence national issues and legislation; establishment of an Office of Information Technology to complement the Washington Office's efforts and support the library field's needs for information, and provide leadership for libraries in the information policy arena; and the creation of an independent charitable foundation called the Fund for America's Libraries. The ALA Executive Board has enthusiastically supported this plan.

This is also a year in which ALA is coming directly to its Chapters through trained facilitators who are providing special training to Chapter members under the umbrella of AMERICANS CAN'T WAIT — LIBRARY ADVOCACY NOW! This new program is a way to share broadly through Chapters at their conferences or special workshops the skills required for effective library advocacy. The training focuses on conducting effec-

tive public awareness campaigns public speaking media relations and legislative advocacy. This program is part of President Arthur Curley's theme and represents a mobilization effort sponsored by ALA to develop a national network of library advocates who are committed to speaking up and out for libraries. There have already been 15 commitments for the Library Advocacy Now training in 1994 and 25 Chapters are slated to receive the training in 1995. In addition ALA is offering to

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▲ Margo Crist, Chair, Chapter Relations Committee

QA Now That You're President— What Does Life Hold For You?

Joy Thomas, the Past President of the California Library Association, wondered if her experiences as a Chapter President were similar to those of others and asked all 292 Chapter Presidents in the last decade (1985-1994) what their presidential year meant to them personally. With over 70% responding to her survey, Thomas revealed some major insights into the pleasures and problems of being a state or regional chapter president.

Q WHY DID YOU RUN FOR PRESIDENT?

A The overwhelming majority of responses reflected altruistic motivations, such as the chance to be of service and the chance to make an impact on the profession or association. A personal reason was "I was flattered to be asked." There was a distinct lack of selfishness on the part of the respondents. In fact, over 50% of the

respondents said that they would do it again (and 12% in fact have been a Chapter President more than once).

Q WHO ARE OUR PRESIDENTS?

A 70% of the Chapter Presidents were women, and 55.0% were in their 40's when they were President. 17.7% were in their 30's; 22.3% were in their 50's, and 4.5% were in their 60's or 70's. (0.6% did not respond to this question). 92% of the Chapter Presidents were directors or supervisors, and only 7% were in non-supervisory positions. 91% were Caucasian, and only 6.3% were non-European in background. These percentages did not change over time. 35.1% were public librarians; 31.5%, academic librarians; 7.3%, school library media spe-

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Legislative Activities at the State and Local Levels—

Attend the Midwinter Workshop

“Legislation is the lifeblood of libraries,” according to Pat Smith, Chair of the Chapter Relations Committee Legislative Workshop Subcommittee and Executive Director of the Texas Library Association. “Our workshop is where we really have the opportunity to hear first hand what is going on at the state and local levels.”

For example, Connecticut has a Political Action Committee separate from the association. It is made up of individuals who are members of the Association. One key to successful lobbying efforts is to have an Executive Committee composed of movers and shakers—trustworthy, credible and well known individuals. Some states have set up fairly elaborate legislative communications tools. Many states are utilizing phone trees and internet listservs or bulletin boards, email and fax. This can get tricky in forming an appropriate message for each constituency. An approach that has worked is to tell the “library story” what libraries “can do for you” if they had enough money.

Throughout the states, lobbying takes many forms. Within some organizations, the lobbyist is the Executive Director, for others it is the legislative committee or individual volunteers of the association and at other times there is a part-time or full time lobbyist hired.

Texas has a Political Action Committee that is separate from the Texas Library

Association. It gets the word out on significant activities. It also employs a lobbyist part time who is an attorney representing them as well as several other clients. Each unit within the Texas Library Association recommends a legislative agenda, which in turn goes to a committee. Council approves the agenda, narrowing it down and making sure it is representative of the needs of membership.

Missouri works with the Chamber of Commerce, New Mexico with Community Action Groups.

Tips from the Legislative Workshop include: Trustees can be valuable participants in legislative efforts. In Pennsylvania, Trustee Institutes are held annually and include an advocacy training component.

In New York, a campaign is organized for specific issues and public awareness activities are built around that issue. Regarding Legislative Day: timing can be important when planning events.

Minnesota has sessions the night before to avoid conflict with appointments. They usually have a dinner and reception.

Breakfasts, or coffee and bagels in the capital is another way to catch legislators at a no-conflict time. Gimmicks may be used to get their attention, and nice/useful gifts work well. Washington has used fortune cookies with library statistics and ALA slogans inside. New York does a 3-5 p.m. reception with food. Colorado has a legislative breakfast in the capital, and appointments are scheduled with those legislators who are unable to attend. Colorado uses Cellular One lap tops to give lessons on their network (ACLIN). Some states have used Apple Pie to tie into libraries as an American value. Other states have begun to set up State Legislative Networks, either formal or informal. These may include groups broader than libraries such as county government, higher education, and elected officials. Most associations focus on issue sponsorship rather than sponsorship of candidates.

In Kentucky, an ethics bill makes it unwise to give legislators gifts. Consequently, it makes sense to check on state and regional variance in protocol.

We need to be major players in the legislative arena and learn to be more positively aggressive. Pat Smith sees that librarians are now more savvy and are becoming proactive in shaping the legislative agenda.

CAN WE LOBBY?

CAN WE ENDORSE CANDIDATES?

CAN WE HAVE PACS?

The Chapter Relations Committee has sponsored two highly successful Legislative Workshops and is holding a third in Philadelphia on Friday, February 3, 1-5 PM in the Marriott Grand Ballroom, Salon A. Among the many issues discussed in the workshop, is the issue of the limitations of non-profit status on political activities at the state and local levels.

According to ALA legal counsel at Jenner & Block, the following are the basic rules for 501 (c) (3) and for 501 (c) (6) organizations.

Our Chapter is a 501 (c) (3). Can We Lobby?

- You may only spend an insubstantial amount on lobbying, i.e., less than 5-10% of the annual budget
- You may spend more than this amount if the organization makes a special election (form 501h) to spend more of the annual budget on lobbying in exchange for fuller IRS disclosure (more paperwork)
- You may not engage in political activity
- You may not be connected with a PAC

Our Chapter is a 501 (c) (6). Can We Lobby?

- You may spend any amount of the annual budget on lobbying
- You must notify members of the percentage of dues allocated to lobbying that are non-deductible on the member's tax return
- You may engage in political activity, but may pay a special tax on any political expenditures
- You may be connected with a PAC

For more information, come to the Legislative Workshop. You can also consult Jacobs, Jerold A. *Federal Lobbying Law Handbook*, Bureau of National Affairs, 1993.

Chapter RELATIONS

Chapter Relations is published twice a year by the Chapter Relations Office, American Library Association, 50 East Huron Street, Chicago, IL 60611; Editors: Gerald Hodges, Director, Chapter Relations Office, and Kay Tavill, Assistant Director, Chapter Relations Office. Editorial Assistant: Alicia Bryant, Administrative Assistant, Chapter Relations Office. Advisory Panel: Margaret Crist, Patricia Mautino, Frances Bradburn. Evaluation and Advisory Board: Chapter Relations Committee Editors' Interests Subcommittee. Design Coordinator: Lisa A. Wolfe. Chapter Relations is sent free to chapter leaders. Contributions and news releases should be sent to the Chapter Relations Office CRO@ALA.ORG. ©American Library Association. All materials in this newsletter subject to copyright by the American Library Association, may be photocopied for the non-commercial 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.

Diversity in Library Associations— Is There a Place for Me Here?

The Chapter Relations Committee's Conclave in Miami Beach was entitled, "Stop Talking and Start Doing: Recruitment and Retention of Minorities at the State and Local Level." The following is an excerpt from the speech by **Marianne Hartzell**, Executive Director of the Michigan Library Association, on MLA's strategic plan for diversity.

The MLA has the goal of making the association an inclusive atmosphere where everyone can feel welcome. The MLA currently is attempting to incorporate diversity into everything that it does, so that the answer from each member to the question "Is there a place for me here?" will be a resounding "yes!" The long range plan of the association has a commitment to including diversity in all association activities.

Hartzell reports that this is a goal that will go on forever — that it will not just be achieved and then discarded. The association is being explicit and proactive about diversity. A major thrust is in association programming — the 30 institutes in addition to the state conference and the Leadership Academy. Program planners actively seek out presenters of color, with disabilities, with different sexual orientations. This is a visible method of making an impact and a statement. All speakers are asked to attempt to illustrate their points with case studies or examples of different types of situations.

The association is also, through the Nominating Committee and the committee appointments, making a concerted effort to identify a diverse group of people for leadership. The leadership orientation session that is held for all units of the association has an entire segment on diversity. The message is that in MLA diversity is "everyone's responsibility." The goal is to make the profession and the association attractive for everyone, especially for minorities.

Scholarships are also another method used as financial incentives with MLA having active student chapters at the University of Michigan and at Wayne State. Students are identified as interns to committees, and mentors work with these interns to help with involvement in the association early in the career.

MLA also has a formal diversity partnership with the Association of Research Libraries. External consultation provided by ARL has been instrumental in assisting the MLA leadership in developing a strategic plan for diversity. An additional advantage of the alliance with ARL is to provide MLA with another level of credibility among the academic community in Michigan.

For more information on MLA's experience contact Marianne Hartzell at the Michigan Library Association 517/694-6615. Also, please share your Chapter's efforts in diversity with the Chapter Relations Office.

Intellectual Freedom Leadership Development Institute

The Office for Intellectual Freedom held a Leadership Development Institute in Lisle, Illinois, in November 1994. The Institute was attended by 64 individuals representing 36 states.

Designed on the "training-the-trainers" model, Chapter participants learned to address tactics now being used against libraries by off-center pressure groups, how to position the library as the essential public resource for access to information, and how to build and keep an active network of support.

Participant Molly Carver, Assistant Director for Community Relations at Sandusky Library in Ohio, felt that the training was "excellent! It covered important information, and it was wonderful to be around so many people that shared the same views and concerns about censorship." She also believes it was important to have established national contacts with persons from organizations such as Americans United for Separation of Church and State, American Civil Liberties Union, and People for the American Way. Molly left with enthusiasm for planning the regional workshops and bringing the information back home. Molly is also a trustee and member of the Ohio Library Council.

The next step will be regional teams presenting workshops at Chapter Conferences beginning in the Fall. For more information, please contact Judith Krug, Director of the Office for Intellectual Freedom at ALA at x4222.

Planning Retreat Scheduled in Philadelphia

Thanks are extended to all who filled out the Chapter Relations Committee survey that was sent in September.

The Chapter Relations Committee will convene prior to midwinter to develop the next phase of the Chapter Relations Strategic Plan. This is an excellent time to rethink and move forward with our goals in the framework of ALA Goal 2000. We are excited to have **Maureen Sullivan** as our facilitator. Observers are welcome to the retreat. For more information on the time and location, see the Meetings of Interest Section elsewhere in the Newsletter. Final comments may be sent to us at cro@ala.org.

MENTORING NEW MEMBERS OF YOUR CHAPTER— Illinois Library Association Mentoring Network: "A Connection Built on Mutual Respect"

The Illinois Library Association has set in place a Mentoring Network. In order to participate, one only needs to be a personal member in the Illinois Library Association. Facilitated by the Mentoring Network Task Force, participants agree to enroll in the program for one year, specifying initially the frequency of meetings, role definitions, needs of the protegee, and activities to meet those needs. They agree to periodic contacts from a mentoring Task Force member for purposes of support monitoring and assessment of the mentoring relationship. Mentoring experiences, activities, accomplishments, and shortcomings are shared with the Task Force and other library professionals. Throughout the program, mentors gain valuable new ideas and perspectives, renewed enthusiasm, and revitalized interest in the library work environment. Contribution not only to the protegee's development but to the profession of librarianship occurs, as well. The protegee gains professional and interpersonal skills, establishes a relationship of mutual trust and respect, clarifies one's goals and creates a developmental plan to achieve those goals. For more information contact Miriam Pollack at 708/459-1300.

Chapter Relations Committee Meetings of Interest at Midwinter Conference Philadelphia, PA February 2-9, 1995

2	Thursday, February 2, 1995		
	8:30-4:30	Chapter Relations Committee Strategic Planning Retreat	Embassy Suites— Philadelphia Airport
3	Friday February 3, 1995		
	9:30-11	International Council of Library Association Executives (ICLAE)	MAR GR. BR Salon L
	1:00 -5:00	Legislative Training Workshop For State Legislative Committee Chairs, Federal Relations Coordinators Chapter Presidents, Presidents-Elect, Executives, and Chapter Councilors	MAR GR. BR Salon A
	1:00-5:00	Library Advocacy Now Training For trainers who will then train others in their states on techniques for planning and implementing public awareness efforts.	PCC - 104 B
4	Saturday, February 4, 1995		
	8:00-9:00	Membership Committee Intern Orientation	MAR - 406
	8:30-11:00	Chapter Relations Committee I Open meeting of the Chapter Relations Committee. Everyone!	MAR GR. BR Salon D
	11:00-12:30	ALA Presidential Candidates Forum Everyone!	MAR GR. BR Salon D
	11:30-1:30	Membership Committee I	MAR GR. BR Salon J
	2:00-4:00	Stop Talking and Start Doing: Recruitment and Retention of Minorities at the State and Local Levels discussion group. Open to all.	MAR 410
	2:00-4:00	Planning and Budget Assembly	PCC - 103A
	4:30-6:30	Chapter Councilor Orientation/Reception Orientation for new and continuing Chapter Councilors. Others may also attend.	MAR - Grand Ballroom Salon K and L
5	Sunday, February 5, 1995		
	8:00-1:00	Presidents-Elect Orientation/Breakfast Orientation for New President-elect. Others are encouraged to attend, especially Chapter Executive Directors, and Presidents.	MAR 414/415
	8:00-9:00	Membership Promotion Task Force	MAR GR. BR Salon A
	9:00-11:30	Editors' Interest Subcommittee	MAR 411/412
	9:30-11:00	Council Orientation	PCC-Ballroom
	11:15-1:45	Council and Executive Board Meeting	PCC Ballroom
	1:30-3:30	Membership Committee II	MAR 411, 412
	3:00-5:00	President's Program	MAR Salon E-H
6	Monday, February 6, 1995		
	11:30-1:00	Chapter Councilor Caucus Lunch.	Council Suite
	2:00-4:30	Chapter Relations Committee II Everyone!	MAR GR. BR Salon L
	9:00-10:15	Council I	PCC - Ballroom
7	Tuesday, February 7, 1995		
	9:00-12:00	Council II	PCC - Ballroom
	5:00-6:30	Chapter Councilor Caucus	Council Suite
8	Wednesday, February 8, 1995		
	9:00-12:00	Council III	PCC - Ballroom

PCC - Pennsylvania Convention Center
MAR - Marriott

FYI ▼ FYI ▼ FYI

The ALA Gopher gopher.uic.edu

Staff in ALA's divisions and offices are currently formatting documents and posting them to ALA's Gopher. 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. Questions may be sent to Chapter Relations (cro@ala.org).

Easy to remember Internet access to Chapter Relations

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ALACRO-L the Chapter Relations Listserv

Please remember 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 Tavill kay.tavill@ala.org

Now That You're President—What Does Life Hold For You?

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cialists; 3.1%, special librarians; 3.1%, library educators; and 7.9% other (e.g., Trustees, Friends).

Q IS BEING A PRESIDENT STRESSFUL?

A Thomas asked if during the presidential term the respondents suffered more than usual from any of the following: sleep disturbances, ulcers, weight gain/loss, drank too much alcohol, more frequent illness than usual, domestic conflicts, or irritability. Over half of the respondents reported one of more of these symptoms of stress, with the most frequent being irritability and sleep disturbance.

Q WHAT WERE THE MAJOR REASONS FOR STRESS?

A The presidents who exhibited the most symptoms of stress were those who did not have full family support or who had to do writing under deadline for newsletters or other publications. The 7% who were not supervisors exhibited more stress than did those who were in supervisory positions. Thomas found through comments that directors were more likely to have others to whom regular work could be delegated, or to whom clerical work such as typing and mailing of letters for the association could be delegated. Overall, the respondents reported that they did not neglect their jobs, although they had to spend more time working in the evenings and on weekends.

Q WHAT DID YOU ENJOY MOST ABOUT THE PRESIDENCY? THE LEAST?

A The most joy came from networking, meeting and working with librarians from other types of libraries, and "being in the know." The least favorite were the paperwork, handling "trivial" complaints of members, and having volunteers who did not follow through.

Q HOW MUCH DID YOU TRAVEL?

A Over one-half of the respondents reported being away from work 20 or more work days during the year of the Presidency.

Q WHAT DOES THIS SAY TO CANDIDATES FOR OFFICE?

A Thomas suggests that you take a good look at your life and try to anticipate



▲ Joy Thomas, Past-President, California Library Association

anything else unusual that will occur during your term of office. For instance, one respondent said that she had a building project during her year as President, and that the year was not as productive for her as she had hoped. Turn down the offer to run for President if there will be anticipated and unusual other events during your term.

Thomas also suggests that you make certain that you have institutional and family support, particularly the latter.

Q WHAT DOES THIS SAY TO ASSOCIATIONS?

A Make certain that candidates for office understand the full job description. Examine association procedures to determine if all of the duties assigned to the President need to be assigned to that officer. Are there ways to spread the presidential responsibilities among other members? Provide assistance in writing for publication if the President desires this. The findings also underscore a priority area of the Chapter Relations Committee: the need to recruit more minorities to the profession and to provide leadership opportunities to minorities in our Chapters.

Q WHAT DOES THIS SAY TO EMPLOYERS?

Many respondents indicated that their institutions felt that having a Chapter President on staff was an honor to the library. Thomas suggests that employers make it possible, through the provision of clerical support for filing (e.g., all the correspondence from ALA), typing letters on demand, and other secretarial duties. Employers should also encourage non-supervisory personnel to be leaders in library associations.

Thomas' research clearly sheds some new light on the presidential year within library associations. For further information, she can be contacted at University Library, California State University, Long Beach, CA 90840-1901; joy@felix.lib.csulb.edu.

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train a representative from each Chapter to be added to the group of facilitators already out in the field with this exciting project. We hope to train a significant additional number of Chapter representatives at the Midwinter Conference.

The Chapter Relations Committee has had a regular cycle of strategic planning in order to ensure that ALA stays on track with the needs of Chapters and targets its activities based on those needs. Many of you will have already responded to a survey which was distributed this fall asking for assessments regarding chapter support activities. The Chapter Relations Committee will be meeting at the Midwinter Conference in an all day planning session with facilitator Maureen Sullivan in order to shape the next several years in Chapter Relations activities. Given the shape and pace of change for ALA, this is a very timely activity and I

look forward to being able to report the results to you following the Philadelphia Conference. You will see elsewhere in this Newsletter the full array of exciting Chapter Relations activities at the Midwinter Conference. As the new Chair of the CRC I can praise these initiatives which in most cases started before my tenure as Chair. There is a pattern now of offering extremely useful sessions for Chapter representatives to come together and discuss their common issues and concerns. We look forward to seeing you at those various sessions, to hearing your suggestions and comments, and to learn from you in these important educational settings.

Margo Crist, Chair
Chapter Relations Committee

Library Advocacy Now in the Chapters!!!

ALA President **Arthur Curley's** Presidential Committee on Public Awareness, in conjunction with the Chapter Relations Committee, is offering a highly successful training opportunity for every ALA Chapter. Over 30 specially trained presenters are available for conducting workshops at state and regional library conferences in the coming year on methods for mobilizing a state and local network of library advocates who are committed to speaking up and speaking out for libraries.

Fifteen training sessions have already occurred, and many more are scheduled during the coming year (see below). Over 40 Chapters already have scheduled Library Advocacy Now training. The two to three hour session provides training and support materials to increase advocate's confidence and to build skills to plan and implement public awareness and legislative efforts on the part of the advocates. Trustees and Friends particularly are invited to attend these sessions. According to **Beth Bingham** who presented at the Arkansas and Mississippi library associations, "The mate-

rials are adaptable for every state and every audience. The handouts and the Action Packs are particularly helpful to participants when they go home and initiate advocacy activities. I heard comments such as 'this is long overdue in our state.' " One participant in Arkansas indicated that she now feels much more confident to work with local community groups at home in her current bond issue. She now feels comfortable in translating her library's message into "sound bites" that will be remembered by her audience.

Curley's Committee is sponsoring another training session for trainers at the Midwinter Meeting in Philadelphia on Friday, February 3, 1-5 p.m. in room PCC104B. If you or anyone in your Chapter would like to register, please contact **Alicia Bryant** at the Chapter Relations Office, 800/545-2433, X4291 or cro@ala.org.

Sessions are already scheduled at the following Chapter meetings in 1995. If you would like to add your Chapter's name to the list, please contact **Gerald Hodges**, 800/545-2433, x 4285; e-mail: gerald.hodges@ala.org.

Alabama Library Association
California Library Association
Colorado Library Association
Connecticut Library Association
District of Columbia Library Association
Florida Library Association
Idaho and Washington Library Associations
Illinois Library Association
Indiana Library Federation
Iowa Library Association
Kansas Library Association
Maine Library Association
Massachusetts Library Association
Michigan Library Association
Nebraska Library Association
New Hampshire Library Association
New Jersey Library Association
New Mexico Library Association
North Carolina Library Association
Ohio Library Council
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