



MISSION

ASCLA (the Association for Specialized and Cooperative Library Agencies) enhances the effectiveness of library service by advocating for and providing high quality networking, enrichment and educational opportunities for its diverse members, who represent state library agencies, libraries serving special populations, library cooperatives, and library consultants.

VISION

The Association for Specialized and Cooperative Library Agencies (ASCLA) is the premiere destination for ALA members to find information and build capacity to serve populations that are served by state library agencies, specialized libraries, library cooperatives and library consultants.

STRATEGIC PLAN

GOAL 1: ADVOCACY to insure our audiences are represented and can articulate their value.

Changed process for advocacy. At Midwinter 2014, the ASCLA Board voted to change the way advocacy issues are handled. It eliminated the ASCLA Legislative Committee. Instead, the ASCLA Councilor will monitor activities as they come up from members or ALA Washington Office or elsewhere, seek input, recommendations, and sometimes action, from relevant ASCLA committees or interest groups which are knowledgeable about the particular issue, confirm through the Board or Executive Committee if needed, and provide it to the requesting body.

Successful advocacy efforts. ASCLA was instrumental in passage of two international treaties this year:

- Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired or Otherwise Print Disabled by the World Intellectual Property Organization In Marrakesh on June 27, 2013.
- At its General Conference in Paris in November 2013, UNESCO adopted a resolution endorsing the IFLA Manifesto for Libraries Serving Persons with Print Disabilities.

Awards. ASCLA will present three awards at the 2014 Annual Conference:

- ASCLA Keystone/National Organization for Disabilities Award: Greenville County (SC) Library System
- Francis Joseph Campbell Award: Chris Mundy, quality assurance specialist, Multistate Center East, National Library Service for the Blind, Library of Congress
- ASCLA Exceptional Service Award: Mary Beth Riedner, volunteer at Gail Borden (Elgin, IL) Public Library

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The ASCLA Leadership and Professional Achievement Award and the Cathleen Bourdon Service Award were not awarded this year.

Accessibility Assembly. ASCLA continued to sponsor and chair the ALA Accessibility Assembly, to which each division is invited to send delegates.

GOAL 2: EQUITABLE ACCESS TO INFORMATION AND LIBRARY SERVICES, through development of best practices, policies, guidelines and standards in its areas of interest.

ASCLA standards and guidelines. In the 2014 member survey, 63% of respondents reported they were aware that ASCLA publishes standards and guidelines related to the areas of its members' interest, while 37% were not aware. The most frequently consulted ASCLA standards are:

- *Revised Standards and Guidelines of Service for the Library of Congress Network of Libraries for the Blind and Physically Handicapped* (2011)
- *Planning for Library Services to People with Disabilities: ASCLA Changing Horizon Series #5* (2001)
- *Library Consultants Code of Ethics* (2012)
- *The Functions and Roles of State Library Agencies* (2000)

Respondents urged ASCLA to update earlier standards, especially *Guidelines for Library Services for People with Mental Retardation* (1999), which uses language now outdated and offensive.

Consultant Yolanda Cuesta has been contracted to research and draft an update of *Library Standards for Adult Correctional Institutions* (1992), with publication expected in 2015.

A second ASCLA interest group is working on a revision of *Guidelines for Library and Information Services for the American Deaf Community* (1996).

An RFP to update the *Standards for Libraries Serving Incarcerated Youth* will be issued following Annual Conference 2014, possibly in partnership with YALSA.

GOAL 3: EDUCATION AND LIFE LONG LEARNING, through quality physical and virtual learning opportunities.

Member survey. The 2014 member survey included questions that allowed the ASCLA Board to understand members' professional learning activities, preferences, and barriers to attending:

- 34% of respondents reported attending an ASCLA program at ALA Annual Conference, while 11% attended an ASCLA webinar, 10% traveled to Midwinter; 55% did not participate in an ASCLA-sponsored learning opportunity in the last year.
- Overwhelmingly, members attended because the topic was important to them and their work (89%) and because presenters were knowledgeable (24%).
- Those who did not attend were too busy, found conferences too costly or too distant, not relevant to their work, or didn't know about ASCLA learning opportunities.
- In open-ended responses, they shared top areas in which they would need professional development over the next year or so and their preference for robust online learning opportunities.

The survey results have been shared with the ASCLA Board, committee chairs, and interest group conveners.

Virtual learning opportunities. The ASCLA Online Learning Committee approved 9 events, and 14 sessions presented by members and other experts, in 2013-2014, which attracted more than 600 participants:

- The ASCLA "AccessAbility Academy," an introduction to providing services to people with disabilities, attracted individuals and groups, estimated at more than 400 participants.
- 76 registrants attended the online course "Improving Library Services to People with Disabilities."

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- Other webinars included a three-session series August 14-28, 2013, “Understanding Personalities in the Workplace (24 participants); a three-session series September 18-October 2, “Emotional Intelligence in the Workplace” (12 participants); “How Transmedia Storytelling Can Transform Literacy and Learning” February 26, 2014 (64 participants); “Outreach Book Clubs: Venturing Outside the Library Walls” on April 17 (26 participants); and “Being an Effective Facilitator on April 24 (40 participants).

2014 Institutes and Preconferences. Two institutes were well-attended at Midwinter:

- Designing Online Courses for Significant Learning Experiences
- Assembling a Consulting Toolkit: What You Need to Know to Be a Successful Consultant

A single preconference, “Do the Right Thing: *Forming Partnerships to Serve Youth in Custody,*” planned for Annual 2014 was cancelled due to low registration.

Programs at 2014 Annual Conference. The ASCLA President’s program, “Connected Learning and Libraries: At the Intersection of the Arts, Media, New Technologies, and Informal Learning,” will be presented by Dr. Kylie Peppler. Other programs are located here: <http://www.ala.org/ascla/asclaevents/annual/programs/>.

Networking opportunities. The Consultants Interest Group hosted the second “Consultants’ Networking Lunch” at Midwinter in Philadelphia. The Executive Committee decided to change date, time, and format of the traditional ASCLA/COSLA Reception and hosted an informal “Happy Hour” on Friday, January 24, from 6:30-8:30 p.m. at Midwinter. The ASCLA/COSLA Reception will be merged with ASCLA Awards ceremony at Annual Conference, after this new format attracted a big crowd at Annual in 2013.

Interest groups. Fifteen interest groups demonstrate the breadth of expertise and professional interests within ASCLA. They continued to produce important results for ASCLA:

Alzheimer’s and Related Dementias	Library Services for People with Visual or
Bridging Deaf Cultures @ Your Library	Physical Impairments that Prevent
Collaborative Digitization	Them from Reading Standard Print
Consortium Management	Tribal Librarians
Future of Libraries	Physical Delivery
Interlibrary Cooperation	LSTA Coordinators
Library Consultants	Library Development
Library Services for the Incarcerated and	Universal Access
Detained	Youth Services Consultants

A sixteenth interest group – Consortial E-books – formed during 2013.

President-elect Kathi Peiffer hosted two Adobe Connect sessions with interest group conveners, at which they shared their current projects and sought advice. In spring 2014, ASCLA established listservs for each interest group, in order to make it simpler for members to communicate. Later this year, plans are to create a web page for each group that is interested and has content.

ASCLA decision makers met regularly. The Board of Directors met twice at Midwinter and at Annual Conference. AT Midwinter, the Board approved an updated mission statement for the Accessibility Assembly. The Executive Committee met in person in Chicago in October and by phone in July, August, September, November, December of 2013 and in January, February, March, April, and May 2014. Regular e-mails kept the Executive Committee, Board, committees, and interest groups apprised of deadlines and opportunities.

The ASCLA Finance and Planning Committee met at Midwinter to review the tentative 2015 budget and business plan and at Annual to recommend both documents to the Board. The Interest Group Coordinating Committee also met at Midwinter and Annual.

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Seven other member committees carried out their obligations (The work of the Accessibility Assembly and Legislative Advocacy and *Guidelines for... American Deaf Community Committees* are included elsewhere):

Awards	Online Learning	Publications
Conference Program	President's Program	Web Presence
Nominating	Planning Committee	

ASCLA-sponsored trips planned to southern France and San Francisco this year had to be cancelled due to low participation, however a trip to sunny Spain included visits to Barcelona, Seville, and Madrid.

GOAL 4: ORGANIZATIONAL EXCELLENCE by providing the tools and opportunities that support members.

Member survey. The 2014 member survey, described in part in earlier sections, provided a wealth of information about current use of and participation in ASCLA activities (including publications, standards, professional learning, communication, and advocacy), importance and satisfaction with current activities, and suggestions for actions ASCLA could take to improve.

Quarterly newsletter. ASCLA's online newsletter, Interface, was published in September 2013, but has not appeared since then. A search for a new editor is beginning in June 2014, with hopes the position can be filled by mid-August.

Membership. After a banner year in 2013, with a 13.5% increase in membership, ASCLA membership has decreased 2.5% in 2014, perhaps due to the vacancy in the office or to the ongoing retirement of many long-time members. At Annual 2014, the ASCLA Membership Committee will host "ASCLA 101," with a Powerpoint including testimonials from members who "found a home in ASCLA," a presentation, and a raffle.

Partnership opportunities. ASCLA received several invitations to partner and provide input during 2013-2014. The ASCLA Executive Committee met with the RUSA Executive Committee in Chicago in October 2013 to discuss opportunities for partnering. In May 2014, Board President Ann Joslin shared the Organizational Plan recently adopted by the Chief Officers of State Library Agencies (COSLA), a group with which ASCLA has long worked.

After individual interest groups provided feedback, the Board will review the ALA Committee on Accreditation document and the Draft Interpretation of the Code of Ethics on Copyright at Annual in June 2014.

Staff changes. In mid-2013, Andrea Hill became a contract, commuting employee, after she moved to Houston. In October 2013, marketing and membership manager Liz Markel resigned to finish her graduate degree; after several months of vacancy, the position was filled late in the year by Marianne Braverman.

Small division subsidy. ASCLA continued its progress toward ending its reliance on the ALA small division subsidy at the end of FY2016. Despite the subsidy being reduced from \$41,578 to \$20,789, ASCLA ended FY 2012-2013 with a surplus of \$22,377 and a total cash balance of \$96,539. In 2013-2014, the staff vacancy compensated for cancellation of two trips and delay in publication of one set of standards.

ASCLA made steady progress, largely due to efforts of the staff, toward diversifying income, with regular webinars (less risky and more profitable than pre-conferences and institutes), a first-ever and successful online course, and overseas trips, and relentless attention to containing expenditures.

Review of Executive Director. In June 2014, the Executive Committee completed an online performance review of Executive Director Susan Hornung. President Sara Laughlin will discuss results with her and forward to Mary Ghikas.