TO: ALA Executive Board

RE: Young Librarians Task Force

ACTION REQUESTED/INFORMATION/REPORT:
Update on activity of the Task Force since ALA Annual Conference.

ACTION REQUESTED BY: None

CONTACT PERSON:
Liz Bishoff, Young Librarian’s Task Force, Co-Chair, 303-751-6277, lbishoff@bcr.org
Karen Downing, Young Librarian’s Task Force, Co-Chair, 734.615.8610
kdown@umich.edu

DRAFT OF MOTION:
None

DATE: October 9, 2009

BACKGROUND: At the 2009 Annual Conference the ALA Board established the Young Librarians Task Force. The Task Force was asked to report to the Board at its Fall2009 on its progress. The following activities have been completed or initiated:

- Task Force membership has been expanded: Since July 5 new members have been added to the group. Divisions were asked to recommend participants for the group, from which President-Alire randomly selected two members. Ethnic caucuses are included in the task force with a representative or through representation by an existing task force member. ALA’s round tables have been incorporated into the Task Force, including two representatives from NMRT. In addition to the Task Force the group reconnected with President Alire’s Young Librarians Think Tank. This group has been added as a group on the ALAConnect under the Young Librarians Working Group section.

  The first meeting of the full membership was held the end of September.

- Communication infrastructures: Beginning the end of July the Task Force tested the use of ALAConnect, including use of chat. Finding it a very suitable substitute for conference calls, the group scheduled bi-weekly chats. Documents have been added to the ALAConnect site that support the groups activities. A Blog has been set up by the Task Force and was introduced at the beginning of October.

- “Do you ALA? If so, why? If not, why not?” At ALA Annual the Young Librarians Task Force suggested an innovative approach to reaching young librarians—using a video to ask those in the field why do they belong to ALA and why don’t they belong to
ALA? What’s good about ALA? and What should change? Those who want to participate should create a 1 minute video. From these 1 minute videos the YLT will create a longer video that shows what’s working and what needs to change.

As of the first week in October, the video requesting people send in their videos is ready to launch. It will be available off the ALAConnect site and on YouTube.

Additional promotion will be through listservs, Young Librarians Think Tank group and traditional promotional vehicles like ALOnline.

Goal is to have the video ready for midwinter.

- What are other organizations within ALA doing in relation to Young Librarians: These activities are just launching now. The Task Force deferred beginning on these activities until the entire Task Force was assembled. The initial activity has been to identify groups that have initiatives focused on Young Librarians. The Task Force has put together a communication plan.

Similar work will begin with non-ALA Library groups and non-Library organizations to see how they are working to recruit and retain young members. Again the group has begun to identify organizations to approach and a communication/strategy plan.