TO: ALA Executive Board

RE: Status Report of the ALA Development Office

ACTION REQUESTED/INFORMATION/REPORT:

Development Office information report

CONTACT:

Keith Michael Fiels, Executive Director, ALA
Kim Olsen-Clark, Director, ALA Development Office, kolsen-clark@ala.org

DRAFT OF MOTION:

No request for action

DATE:

April 8, 2010
Information Report

Since our last report to the Executive Board in January 2010, the Development Office has continued to work on defining and improving internal functions and processes, as well as external activities designed to garner new revenues for ALA. Specific activities include the following:

ALA Fundraising Priorities

Spectrum Scholarship Program and Spectrum Presidential Initiative

Under the leadership of President Camila Alire, the Spectrum Executive Committee, Office for Diversity (OFD), the Development Office, and Falona Joy, strategic counsel for this project, continue to seek support for the Spectrum Presidential Initiative: National Initiative for Inclusivity in America’s Libraries. This fundraising effort for Spectrum scholarships was publicly launched at the 2010 Annual Conference in Chicago.

The goal is to raise $1 million in an effort to double the amount of award scholarships, increase the endowment, provide 2-$25,000 doctoral scholarships and enhance efforts for recruitment and career development. Scholarships will be awarded, based on pledge payment cycles, from 2010 to 2014. Types of donations to be accepted are: cash, pledges, tribute gifts, stock gifts, planned gifts, and matching gifts.

Past President Betty Turock serves as chair of the Spectrum Presidential Initiative: National Initiative for Inclusivity in America’s Libraries. Attached to this report are member rosters for the executive committee, task force, honorary co-chairs, and advisory committee.

As of 4/6/2010, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is nearly $200,000 or 20% of the goal.

Donations:

$100,000 – $250,000
Dr. Betty J. Turock and Turock Family

$5,000-$14,999
Asian/Pacific American Librarians Association
ACRL, Association of College and Research Libraries, a division of ALA
ALSC, Association for Library Services to Children, a division of ALA
Black Caucus of ALA
Gregory Calloway 2009 Chicago Marathon Run
Medical Library Association
REFORMA
YALSA, Young Adult Library Services Association, a division of ALA
$1,000 – $4,999
Dr. Camila A. Alire
American Indian Library Association
Bank of America
Gregory L. Calloway
Mary W. Ghikas
Luis Herrera
Falona Joy
Keith Michael Fiels
James G. Neal
Kim Olsen-Clark
James Rettig
Roberta A. Stevens
Winston Tabb
Eugene Tkalitch

Tailored donation letters have been mailed to ALA Past Presidents, executive directors of public libraries, state association executive directors (or contact name on file), and Spectrum Scholar Alumni. Tailored donation messages have been sent to ALA Council members through the Council listserv.

During National Library Week, Dinners for Spectrum Scholars was widely promoted to the full membership through news releases and an e-mail blast. Hosting a Dinner for Spectrum Scholars presents a unique opportunity for ALA members and their colleagues, patrons, and friends to participate in the Spectrum Presidential Initiative. It was designed to bring people together to share a meal and conversation, and to support the Spectrum Scholarship Program. On the Spectrum Presidential Initiative web site (www.spectrum.ala.org), special pages were designed to provide resources and information to dinner hosts.

@ Your Library E-Magazine
ALA’s e-magazine pilot project, @ your library (www.atyourlibrary.org), is targeted to the general public and is intended to encourage library use by linking services to topics of interest to families, young adults and children, as well as those individuals interested in career development.

ALA has partnered with IMAX® Incorporated for an online contest for children 17 and younger and their school librarian, school media specialist or public librarian. The theme of the contest will focus on Hubble 3D, an IMAX and Warner Bros. Pictures film, in cooperation with National Aeronautics and Space Administration (NASA). The online contest would run from March 1, 2010 through April 30, 2010; the movie opens in April 2010. This pilot project will be co-managed by Megan Humphrey, Public Information Office (PIO), and Leonard Kniffel, Editor in Chief of American Libraries.
The atyourlibrary.org project has been managed by Leonard Kniffel and Deborah Robertson, Director of the Public Programs Office (PPO). The e-magazine pilot project was funded by a two-year grant of $270,700 from the Carnegie Corporation of New York. The Development Office continues to approach several companies about the development of web-based projects/content on www.atyourlibrary.org.

**Campaign for America’s Libraries**  
The Public Information Office (PIO) and Metropolitan Group, a strategic communications agency, continue to cultivate and solicit national corporate and media prospects for the *en tu biblioteca* and *Parents and Children* campaigns.

Univision Radio, the largest Spanish-language radio broadcaster in the U.S., and ALA have partnered for a second year on the production of PSAs. Univision Radio will promote these PSAs across its network of 70 stations. The estimated fair market value of their in-kind support is $500,000, which brings the total in-kind support from Univision Radio to $1 million.

Metropolitan Group is currently in final negotiations with two major media sponsors: Scholastic *Parent and Child* magazine as the magazine media sponsor; and Lifetime Television as the cable television media sponsor. These media sponsors are critical anchors for launching the initiative. Scholastic *Parent and Child* magazine is the nation’s top magazine for parents of children 17 and younger, with a circulation of 7 million. Lifetime has a reach into 96 million households, and 3 million via mylifetime.com.

Scholastic has verbally agreed in principle to a two-year sponsorship that will include six print PSAs starting with the August/September 2010 issue and running through the August/September 2012 issue, editorial content opportunities, web presence, and other co-branding opportunities. Scholastic has indicated their interest in including an ALA mention in their June/July issue. The donated ad value of these placements is expected to be at least $275,000 over the two-year period. A written agreement has been developed and is currently being reviewed by the legal department for the magazine.

Similarly, Lifetime (cable television media sponsor) is reviewing an agreement presented by ALA. They have in principle said they are willing to consider a two-year sponsorship, which includes: 30 television ads, online banner advertising and web content, as well as other programming and co-branding opportunities. ALA has requested a flight of television ads sufficient to reach 50 percent of its audience of women between the ages of 18 and 54 with at least four viewings of the ads. The estimate of the dollar value of the time they will donate to the campaign over the next two years still needs to be determined.
During the past year, Metropolitan Group has conducted initial conversations with a number of corporate prospects, a strategy that was put on hold until major media sponsors were finalized for the initiative. In the last few weeks, Metropolitan Group has used these promising developments in the area of media partner cultivation as an opportunity to strategically re-engage conversations with a handful of key, targeted corporate sponsors. Many of these initial discussions were with corporations (including corporate foundations) who are also advertisers of Scholastic and Lifetime.

**Library Champions**
The Development Office continues to develop its stewardship plan for the current Library Champions and seek new Library Champions. Since the 2008 economic downturn still effects marketing and philanthropic dollars, the Development staff has been increasing its activities in reaching out to potential new and lapsed Library Champions. Through a direct mail campaign in September, the office reached out to 175 social responsible company prospects and 50 lapsed Library Champions (former Library Champions, who had not been an active member of that group for at least 18 months). In December, the office contacted 33 first-time exhibitors at Midwinter Conference to introduce them to the opportunity of joining our Library Champions.

While these activities have not had the desired results so far in follow up conversations, the Development staff will continue to pursue existing relationships with ALA conference exhibitors to market the Library Champions program. In addition, staff is continuing to work with our updated list of socially responsible companies to identify and contact potential prospects.

**Public Library Funding and Technology Access Study**
The Public Library Funding and Technology Access Study is a multi-year project that builds on the longest-running and largest study of Internet connectivity in public libraries. The study assesses public access to computers, the Internet and Internet-related services in U.S. public libraries, as well as the impact of library funding changes on connectivity, technology deployment and sustainability in FY2007-2009. The project is currently made possible by a generous donation from the Bill & Melinda Gates Foundation and the American Library Association.

The Foundation has declined to support a third extension of the study. The grant period ends on 8/31/2012. The Office for Research and Statistics, the external principal researchers to the project, John Carlo Bertot and Charles McClure, and the Development Office have been developing a case statement and a fundraising plan which seeks $1 million per annum from a single or multiple funding sources.

**Planned Giving**
The Development Office continues to work closely with several individuals who have indicated their interest in making a planned gift to the Association or have included one
of ALA’s divisions, offices or round tables in their estate plans. The office continues to work with divisions to identify and reach out to potential planned giving prospects.

In an effort to raise the awareness of ALA’s planned giving program, the ALA Past Presidents Annual Conference Reception will include Legacy Society members in addition to our major supporters and Library Champions. A Legacy Society donor recognition wall will be on display at Annual Conference. Members of the ALA Legacy Society will be able to add a ribbon to their conference badge, further raising awareness of our planned giving program on a one-on-one basis with other members.

**Relief Funds for Haiti and Chile libraries**
As of April 8, 2010, the total giving to Library Relief Fund for Haiti was $11,828. The amount includes a generous gift of $7,500 from SirsiDynix. The total giving for the Library Relief Fund for Chile was more than $500.

**External Activities**

**Allstate Foundation**
In April 2010, Keith Michael Fiels, ALA Executive Director, Miguel Figueroa, Director of the Office for Diversity (OFD), Kim Olsen-Clark, and Falona Joy, strategic counsel for the Spectrum Presidential Initiative met with Craig Keller, Director, Public Social Responsibility, Corporate Relations and Cheryl Cooke, Manager, Chicago Civic and Cultural Affairs, Corporate Relations to discuss the key initiatives of the Foundation and ALA.

**Ben & Jerry’s**
On behalf of the Public Information Office (PIO), the Metropolitan Group has submitted a sponsorship proposal of $500,000 to Ben & Jerry’s in support of the *Connect with your kids @ your library*, which is an initiative of *The Campaign for America’s Libraries*.

**Boeing Company**
In April 2010, the Office for Diversity (OFD) with the support of the Development Office will be submitting a grant proposal to the One Boeing Fund in support of the Spectrum Presidential Initiative.

**Carnegie Science Center**
In April 2010, the American Association of School Librarians (AASL) with the support of the Development Office submitted a collaborative proposal with the Carnegie Science Center (Pittsburg, PA) to the Motorola Foundation for a total grant request of $296,000 of which $43,975 is allocated to AASL for print and mail reminder notices to school librarians and an additional $25,000 to cover the implementation, evaluation and administrative costs associated with conducting the survey. The duration of this project is approximately one year.
The proposal centers around the Girls, Math & Science Partnership (GMSP) program of Carnegie Science Center, which aims to encourage girls ages 11-17 to pursue interests, degrees, and careers in science, technology, engineering, and math (STEM). The funding will support the production and distribution of 12,000 toolkits to middle school libraries with a staff school librarian in all fifty states. The Can*TEEN toolkit is an educational resource that inspires girls to see themselves in STEM careers. It includes the curriculum/resource CDs, activity cards, and a timeline poster of women in science packaged in a media case that is ideal for library shelf storage and circulation. AASL will develop a tip sheet for school library personnel to promote usage of the Can*TEEN resource. After the initial roll-out, AASL will survey school librarians who have received the kit via an online survey to help assess the usage of the toolkit at those middle schools.

Dollar General Literacy Foundation
In February 2010, the American Association of School Librarians (AASL) and the Development Office submitted a proposal of $200,984 for the extension of the Beyond Words Dollar General School Library Relief Fund.

In May 2010, the Association for Library Service to Children (ALSC) and Young Adult Library Services Association (YALSA) with the support of the Development Office will be submitting a joint grant proposal to Dollar General Literacy Foundation. ALSC will be asking support for activities promoting El día de los niños/El día de los libros (Children's Day/Book Day). YALSA will be asking for support on the development of Spanish language brochures for teen audiences and activities promoting Teen Read Week.

Institute of Museum and Library Services
In November 2009, three units submitted grant applications to the Institute of Museum and Library Services (IMLS) for the Laura Bush 21st Century Program.

ALA-APA seeks funding of $590,110 for the Recognizing Value - Encouraging Growth: The National Library Support Staff Certification Program. The goals of the program are to improve the skills of public and academic Library Support Staff (LSS) and the services they provide. This grant will focus on four objectives: 1) disseminate information on the availability, accessibility and value of the Library Support Staff Certification (LSSC); 2) add additional approved courses and competency sets for specializations; 3) collaborate with state libraries and Library Technical Assistant programs to develop reciprocity agreements and promote the LSSC Program; and 4) measure the impact of the program on participants and the services they provide in their libraries.

Office for Diversity seeks funding of $282,748 for Discovering Librarianship—The Future is Overdue which will increase the number of ethnically diverse college and high school students interested in careers in librarianship by assembling a cohort of early career librarians from across the country to participate in the development of effective
recruitment materials and messages and serve as in-the-field recruiters at regional career, cultural, and educational events.

YALSA seeks funding of $728,199 to launch a three-year train-the-trainer pilot program in partnership with three states (Connecticut, New Mexico, West Virginia) to provide training in young adult services to those public libraries who are, for whatever reason, without a full-time young adult services librarian on staff. This project will build greater skills and abilities among 2,075 librarians and library staff in the workforce through the provision of blended learning opportunities that include a combination of face-to-face trainings and web-based mentoring and instruction. Topics covered will include: adolescent development and positive interactions with teens; the role of the library in the lives of teens; and current best practices for serving teens in public libraries (e.g., collection development and teen-centered programming.)

**John S. and James L. Knight Foundation**
In March 2010, Keith Michael Fiels and Kim Olsen-Clark spoke to George Martinez, Director of Information Systems at the Knight Foundation about their public library initiatives, media literacy and broadband. The Foundation promotes excellence in journalism worldwide and invests in innovative opportunities and initiatives at the national level that relate directly or indirectly to Knight's work in its 26 communities.

**McCormick Foundation**
The Office for Diversity (OFD) submitted a proposal to the McCormick Foundation for the support of the Spectrum Presidential Initiative: National Initiative for Inclusivity in America’s Libraries. Keith Michael Fiels and Kim Olsen-Clark met with Foundation staff in April 2009 to discuss the initiative and formally submit the proposal.

**National Telecommunications and Information Administration**
The National Telecommunications and Information Administration (NTIA) for the Broadband Technology Opportunities Program (BTOP) declined the two separate grant proposals submitted by the Office for Information Technology Policy (OITP) and the Public Library Association (PLA).

**ALA Development Office Operations**
The office continues to make improvements in gift processing, online giving, and developing policies and procedures to handle cultivation and stewardship in an efficient and effective manner.

In April 2010, Michael Gallego joined our office as development coordinator. Michael will be responsible for gift processing and managing the ALA Development Office. He has a strong background in data management, as well as having experience in fundraising drives and event management.
Michael is a graduate of the University of California at Davis and will be receiving his Master of Arts in Divinity at the University of Chicago School of Divinity in June. For the past two years, he was the development coordinator at the Children Affected by AIDS Foundation.
Spectrum Presidential Initiative

Roster

**Spectrum Presidential Initiative Executive Committee**

Camila Alire, ALA President  
Betty Turock, Chair  
Roberta Stevens, ALA President-Elect  
James Rettig, ALA Immediate Past President  
Keith Michael Fiels, ALA Executive Director

**Spectrum Presidential Initiative Task Force Members**

Lizbeth Bishoff, Director, Digital and Preservation Services, BCR  
Carol Brey-Casiano, Director of Libraries, El Paso Public Library  
Greg Calloway, Associate Executive Director, ALA Finance & Accounting  
Tracie Hall, Consulting Analyst, Boeing Corporation  
Terri Kirk, School Librarian, Reidland High School  
James Neal, Vice President of Information Services and University Librarian, Columbia University  
Patricia Smith, Executive Director, Texas Library Association  
Winston Tabb, Sheridan Dean of University Libraries, Johns Hopkins University Sheridan’s Libraries

**Spectrum Presidential Initiative Honorary Co-Chairs**

Kareem Abdul-Jabbar, retired NBA player, Author, Coach, Actor  
Julia Alvarez, author  
Rudy Anaya, Author  
Tiki Barber, sports broadcaster and author  
Kevin Clash, author, voice artist and puppeteer

ALA Executive Board  
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Rickey Minor, music director, composer, music producer  
Walter Mosley, author  
Charles Ogletree, Harvard Law Professor  
Paula Poundstone, Social Commentator and Comedian  
Sharon Robinson, author (daughter of Jackie Robinson)  
Luis Rodriquez, author  
Richard Rodriguez, Author and Writer

**Spectrum Presidential Initiative Advisory Committee**

Alandra Byrd-Washington, W. K. Kellogg Foundation  
Donald Cooke, McCormick Foundation  
Lynda James-Gilboe, ProQuest  
Jay Jordan, OCLC Online Computer Literacy Center, Inc.  
Carroll Joynes, University of Chicago Cultural Policy Institute  
Ricardo Millett, Millett and Associates  
Karen Proctor, Scholastic Inc.  
Monica Rabassa, Univision Radio  
Anne Roosevelt, The Roosevelt Institute  
Arthur Sussman, John D. and Catherine T. MacArthur Foundation  
Denine Torr, Dollar General Literacy Foundation