

TO: ALA Executive Board

RE: Status Report of the ALA Development Office

ACTION REQUESTED/INFORMATION/REPORT:

1) ALA Executive Board to approve the full list of companies from the Domini and TIAA-CREF portfolio of “socially responsible” companies from which the ALA Development Office and other units could use to prospect for corporate partners, sponsors and donors in support of ALA’s mission.

2) 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:

1) The ALA Executive Board approves the full list of companies, as listed on December 31, 2009 from the Domini and TIAA CREF portfolios of “socially responsible” companies from which to prospect for corporate partners, sponsors and donors.

DATE:

January 10, 2010

BACKGROUND FOR ACTION REQUEST

At the 2009 Midwinter Board meeting, the Executive Board approved the full list of companies, as listed on December 31, 2008 in Domini's and TIAA CREF's portfolio in order for the Development Office and other ALA staff to develop a more effective cultivation and solicitation program.

To ensure that the socially responsible company lists would always meet the advancement standards of the ALA, the Executive Board has been asked to approve the full list of companies, as listed December 31, in Domini's and TIAA CREF's portfolio at the Midwinter Meeting.

Approximately 1000 "socially responsible companies" are in Domini's and TIAA CREF's portfolio. Both of these investment firms hold their portfolios to a strict set of social and environmental standards. New companies are added carefully and existing companies are reviewed and upgraded or downgraded based on their performance against the criteria.

TIAA-CREF Social Choice Index (effective 9/30/2009)

<http://www.tiaa-cref.org/performance/retirement/profiles/1005.html>

For listing, please click Statement of Investments, under Tools & Information and refer to Social Choice Index, page 355.

Domini Social Equity Fund (effective 7/31/2009)

<http://www.domini.com/domini-funds/Annual---Semi-Annual-Reports/index.htm>

For listing, please download Annual Report, 7/31/2009 and refer to Domini Social Equity Fund, page 12.

Information Report

Since our last report to the Executive Board in September 2009, 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

@ 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 their upcoming film, Hubble 3D, which is an IMAX and Warner Bros. Pictures production, in cooperation with National Aeronautics and Space Administration (NASA). By answering six questions which will make a child eligible for up to four drawings, they could win from 25 IMAX tickets, a telescope and signed Hubble 3D poster (Grand Prize) to a pair of IMAX tickets & movie poster (3rd prize). Libraries will also be able to extend ALA's relationship with IMAX with their local theatre. The online contest would run from March 1, 2010 through April 30, 2010; the movie opens on March 19, 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 that would be hosted on www.atyourlibrary.org.

Campaign for America's Libraries

The Public Information Office (PIO) and The 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.

Recent proposals to Campbell, Hearst Magazine, Kodak, Kraft, Lifetime Television, Oxygen, Pacific Natural Foods and Target Inc. were declined.

Library Champions

The Development Office continues to develop its stewardship plan for the current Library Champions and seek new Library Champions. Since the beginning of FY10, 29 Library Champions renewal notices have been processed. 11 Library Champions have renewed their commitment, others are pending. Despite the economic challenges, only one Library Champion so far has indicated that they may not be renewing their membership this year.

Anticipating the challenges in corporate giving this year, Development staff increased 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, 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.

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 December 2009, ALA received a gift of \$70,000 from the estate of Ruth Frame. The gift was restricted to the general scholarship endowment fund. Ms. Frame was the ALA Deputy Executive Director in the 1970s.

In an effort to raise the awareness of ALA's planned giving program, the ALA Past Presidents Midwinter Reception will highlight Legacy Society members in addition to our major supporters and Library Champions. A Legacy Society donor recognition wall will be on display at Midwinter. 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. Additional planned giving information has been added to the Office of Development website,

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 12/28/2009, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is more than \$116,000 or nearly 12% of the goal.

External Activities

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.

Bill & Melinda Gates Foundation

The Public Library Association (PLA) received a grant of \$279,156 from the Bill & Melinda Gates Foundation for supplemental support of the *Turning the Page* program. The program has been universally popular, with participation exceeding the number forecasted in the original proposal. *Turning the Page* is an advocacy training program that provides librarians with skills and resources to seek out funds, create community partnerships, and build alliances with local and regional decision makers. The program directly benefits the recipients of the Gates Foundation's **Opportunity Online Hardware Grants Program** in their efforts to secure local matching funds, as required in the grant program. Training is also available to non-sustainability grant recipients.

Dollar General Literacy Foundation

In January 2010, Dale Lipschultz, Literacy Officer, Office for Literacy and Outreach Services (OLOS), and the Development Office received notification from Dollar General that they accepted our grant proposal of \$750,808 for the continuation and expansion of the *American Dream Starts @ your library* program. The program supports public libraries in their efforts to provide literacy services for adult English language learners through a one-time award of \$5,000. To qualify, public libraries must be located within 20 miles of a Dollar General Store, distribution center or corporate office.

In January 2010, the American Association of School Librarians (AASL) and the Development Office are scheduling a meeting with the Dollar General Literacy Foundation to review previously denied grants applications for possible consideration of an award.

Hasbro

On November 14, 2009, libraries across the country held various game activities for National Gaming Day @ your library. More than 31,000 library customers participated in this year's event. As in 2008, Hasbro was the exclusive sponsor for the 2009 National Gaming Day @ your library. As exclusive sponsor, they donated and mailed

three card games to all public libraries across the country (nearly 16,700). The fair market value of this donation is \$352,800.

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.

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.)

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.

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

OITP submitted a proposal of \$1,644,785 for a project completed in three phases. In Phase I, OITP will develop basic broadband capacity planning tutorials on topics relevant to library service context. In Phase II, they will develop and test the broadband capacity planning website. In the final phase, OITP will finalize, launch and promote the website and conduct training sessions on its use throughout the library community. The project includes evaluation efforts throughout to assess tutorial content & website design.

PLA submitted a proposal of \$7,796,440 to host 19 conferences for rural public computer centers that are to receive Broadband Stimulus funding in 18 states. The conferences are designed to prepare them to build community coalitions, make their match payments and create sustainable funding. Within the scope of the grant, PLA would include the *Turning the Page* program at each conference. In making *Turning the Page* available to public computer centers, rural and high need communities will strengthen the skills necessary to build sustainable funding for computing and connectivity.

ALA anticipates award notification in February 2010.

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.

Our office is currently working with Turner Advertising on a mini-version of the 2009 Annual Report for distribution to foundations, corporations and other potential funding partners. Turner Advertising clients include the Art Institute of Chicago, U.S. Holocaust Memorial Museum in DC, Chicago Botanic Garden, Navy Pier, United Way of Chicago and Forest Preserve District of Cook County.



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

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

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 Rodriguez, author
Richard Rodriguez, Author and Writer

Spectrum Presidential Initiative Advisory Committee

Don Cooke, McCormick Foundation
Lynda James-Gilboe, ProQuest
Carroll Joynes, University of Chicago Cultural Policy Institute
Ricardo Millett, consultant
Karen Proctor, Scholastic Inc
Anne Roosevelt, Roosevelt Institute
Art Sussman, MacArthur Foundation