

**Camila Alire  
ALA President-elect 2008-09  
Proposed Presidential Budget, 2009-10**

1. Presidential Initiative: Member-driven, grassroots advocacy – the purpose is to prepare our rank and file/frontline ALA members to do advocacy at their level, no matter the type of library they work in nor their status within that library. The initiative will tie in well with the advocacy efforts of Jim Rettig and Carol Brey-Casiano. To do this, we need to provide members with the training and products to include:

- a. Advocacy Toolkit..... \$ 20,000  
In cooperation with the Office for Library Advocacy (OLA), the Office for Literacy and Outreach Services (OLOS), and in coordination with other advocacy initiatives, this one will focus on preparing another level of ALA members [frontline librarians/staff] for advocacy.
- b. Publication/promotional materials ..... \$ 4,000  
Includes email blast to all ALA members..... \$ 1,300
- c. Editing costs..... \$ 1,000
- d. Website/blog development..... \$ 3,000
- e. Training sessions ..... \$ 13,300  
To be conducted as preconferences at the various regional library association/multi-ALA Chapter conferences [e.g. MPLA, SELA, etc.] & at Chapter conferences.  
[Travel \$650/trainer x 4 regionals and 10 Chapters = \$9,100]  
[Materials costs - \$300/session x 14 sessions = \$4,200]
- f. Webcast/podcast virtual training sessions..... \$ 4,000

**SUBTOTAL \$ 46,600**

2. Co- Initiative: Advocacy for Literacy .....\$ 15,000
- a. In cooperation with the appropriate ALA Offices, this will focus on family literacy advocacy with one emphasis on diversity using the ALSC El Dia model as a possible model for the 5 Ethnic Caucuses for nationwide focus @ \$3,000/caucus program start up/ launching costs.
  - b. Contract personnel ..... \$ 7,200  
To assist appropriate ALA offices with this initiative.  
[8 hrs/wk x 30 weeks x \$30/hour – preferably an Emerging Leader....]

c. Product development/design \$ 3,200

**SUBTOTAL \$ 25,400**

3. Diversity

a. Leadership development ..... \$ 3,000  
To encourage/help with various diversity leadership initiatives as  
determined by the Ethnic Caucuses or divisions, roundtables –  
possible mini-grant type program.

4. President's Programs..... \$ 20,000

5. Presidential discretionary funds..... \$ 5,000

**TOTAL \$100,000**