

**American Library Association
Spring 2011 Executive Board Meeting**

April 8-10, 2011

Report of President-elect Molly Raphael

Presidential Initiatives

- *Empowering Voices: Communities Speak Out for Libraries and Libraries Speak Out for Communities.* A strong and broadly-based team of ALA leaders are working on this advocacy initiative under the leadership of Co-Chairs Barbara Stripling and Patty Wong. Marci Merola, ALA Office for Library Advocacy, and JoAnne Kempf, ALA Governance Office, also serve on the small Steering Committee. The initiative work has been divided into five tasks/outcomes with co-chairs for each working group, operating under the overall guidance the Empowering Voices Steering Committee: Community Assessment (Peggy Barber and Em Claire Knowles, Co-Chairs), Advocacy Programming (Jan Sanders and Vivian Wynn, Co-Chairs), Marketing and Promotion (Robert Doyle, Eva Poole, and J. Linda Williams, Co-Chairs), Strategy Toolkit (Sara Kelly Johns and Nancy Kranich, Co-Chairs), and Web-Based Clearinghouse (Eric Frierson and Genesis Hansen, Co-Chairs). The full membership of this larger LEADERSHIP Team is attached (Attachment A). We have set up space on ALAConnect for each working group as well as the full group. We will preview "Empowering Voices" with a program in New Orleans (Saturday, 1:30-3:30 PM), which will present the Community Assessment phase as well as an overview of the entire initiative. The LEADERSHIP Team includes representatives from each of the ethnic affiliates, emerging leaders and LIS students, seasoned leaders, representatives from different types of libraries, as well as geographical diversity.
- *Building Diverse ALA Leadership for the Future.* Linking Spectrum and other efforts to develop a more diverse workforce for libraries with the many leadership development opportunities within ALA is the focus of my diversity initiative. We are developing teams that will present programs at both Midwinter in Dallas and Annual in Anaheim as well as develop some web-based resources. The diversity focus is reaching out to the ethnic affiliates, Spectrum Scholars, GLBTRT, and ASCLA's LSSPS. We are also working with division presidents-elect as part of the initiative team. ALA's Office for Diversity has played an important role in the development of the ideas and proposals, with both Miguel Figueroa and Gwendolyn Prellwitz contributing.

ALA and Council Committee Appointments: Addendum to Midwinter Report

Data on committee volunteers are made available by the ALA Membership Office. Here are some observations from this year's data compared to previous years:

- The number of volunteers declined significantly in both the past two years. The drop this year when added to last year's means that the number has declined about 60% in two years (542 in 2009 and 208 in 2011). We can only speculate why there was such a significant decline. A couple of factors are obvious: earlier cutoff date for volunteer form (early November 2010) and fewer members volunteering because of the state of the economy resulting in less institutional support for conference attendance. The Board might want to consider a later time frame for approval of ALA committee appointments than at Midwinter, since many members commented on missing the opportunity to volunteer because of the early deadline. On the other hand, we were able to place a much higher percentage of volunteers on committees this year. Concerns about the difficulty in being appointed to committees have been heard from members for many years.
- Academic libraries continued to provide the largest number of volunteers (39.9%) with university libraries accounting for about 70% of the academic library volunteers. Public libraries provided the next highest number of volunteers, including "public" and "county" libraries (27.4%). School librarians volunteered in far fewer numbers (only 3.4%). The good news is that ALA student members accounted for 8.7%, pointing to an opportunity to engage members early in their careers.
- Members in "administrative" positions volunteered in the greatest numbers (18.3%), followed by "youth services" combined with "library media specialist" (totaling 12.5%), then "reference/information" and "library school students" (both at 12%).
- Perhaps the most encouraging data come from how broadly the volunteers represent the range of years of memberships: 37% have been members for 5 years or less and the next highest percentage being from 6-10 years. Nearly 50% of the volunteers have been ALA members for 7 or fewer years.
- Geographically, volunteers included residents from 39 states, the District of Columbia, and one other country. The largest numbers were from the most populous states including CA, FL, IL, NY, NC, OH, and VA.
- Full statistics are available for anyone who would be interested.

Attachment A

MAS Lead WORKING GROUP

Empowering Voices

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<i>NAME</i>	<i>GEOGRAPHY</i>	<i>AFFILIATION</i>	<i>OTHER</i>
Barber, Peggy Library Communication Strategies, Inc.	IL	Type: All Library Consultant	Co-Chair, COMMUNITY ASSESSMENT
Bell, Steven Associate University Librarian Temple University Libraries	PA	Type: Academic Candidate ACRL president	Web Clearinghouse
Dempsey, Kathy Editor, Marketing Library Services newsletter Information Today, Inc.	NJ	Marketing	Community Assessment
Doyle, Robert Executive Director Illinois Library Association	IL	NLLD Type: Chapter	Co-chair, PROMOTION AND MARKETING
Frierson, Eric Library Digital Services Manager Scarborough-Phillips Library, St. Edward's University	TX	Type: Academic ACRL Advoc. Comm. New Libr'ns Group	Co-Chair, WEB CLEARINGHOUSE
Gray, Jody L. Diversity Outreach Librarian American Indian Studies Librarian Academic Progress Associate, Multicultural Center for Academic Excellence University of Minnesota	MN	Type: Academic AILA	Promotion and Marketing Strategy Toolkit
Hansen, Genesis Reference and Web Services Coordinator Newport Beach Public Library	CA	Type: Public	Co-Chair, WEB CLEARINGHOUSE
Holman, Jos N. County Librarian Tippecanoe County Public Library	IN	Type: Public BCALA	Promotion and Marketing
Ibanez, Florante Peter Manager of Library Computer Services William M. Rains Library - Loyola Law School	CA	Type: Special APALA	Promotion and Marketing

Johns, Sara Kelly Instructor, Mansfield University School of Library and Info Technologies	NY	AASL Type: School	Co-Chair, STRATEGY TOOLKIT
Knowles, Em Claire M. Libr., M. P. A, D. A. Assistant Dean for Student Services Simmons College GSLIS	MA	Type: LIS Executive Board Spectrum All Ethnic Affiliates	Co-Chair COMMUNITY ASSESSMENT
Kramer, Maria Redwood City Public Library Redwood City, CA 94063	CA	REFORMA Public libraries	Community Assessment
Kranich, Nancy Carol Special Projects Librarian Rutgers University Libraries	NJ	IFC/ALA Lead Civic/community engagement Type: Academic & LIS	Co-Chair, STRATEGY TOOLKIT
McVey, Susan Director Oklahoma Department of Libraries	OK	COSLA (President) Type: State Library	Strategy Toolkit
Munoz-Rosas, Elizabeth Student San Jose State University	CA	REFORMA Student	Community Assessment
Poole, Eva Director of Libraries Denton Public Library	TX	COL/Public BCALA Type: Public	Co-chair, PROMOTION AND MARKETING
Renton, Jamie Harvest Park Middle School	CA	Type: School and LIS Student; SJSU SCALA President	Advocacy Programming
Rivera, Patricia Public Services Manager Buena Park Library District	CA	Type: Public	Advocacy Programming
Sanders, Jan W. Director Pasadena Public Library	CA	Public/PLA/COL Type: Public PLA Toolkit writer ALA Leg committee	Co-Chair, ADVOCACY PROGRAMMING
Shen, Zhijia Director, East Asia Library University of Washington	WA	Type: Academic CALA	Community Assessment Advocacy Programming
Williams, J. Linda Coordinator, Library Media Services Anne Arundel County Public Schools	MD	AASL/ExecBd Type: School	Co-Chair, PROMOTION AND MARKETING
Wynn, Vivian Consultant	TN	COL/OIF Type: Public	Co-Chair, ADVOCACY PROGRAMMING
Zanoni, Jean Associate Dean Raynor Memorial Libraries Marquette University Libraries	WI	Type: Academic Collaboration Advocacy lead in institution	Community Assessment Strategy Toolkit