

# Chapter

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# RELATIONS

## Chapter Conclave on Home Pages at Annual Conference

**T**he Chapter Relations Committee will present its annual Chapter Conclave on Saturday, July 6, from 2 to 4 pm at ALA's Annual Conference in New York City. As with many of this year's conference events, this one has an electronic flavor. The presenters will be accompanied by a giant screen, a powerful computer, and a mighty modem as they take participants on a tour of the World Wide Web of Chapters.

Featured speakers at the Conclave will present a variety of approaches to home page creation and maintenance, as well as the policy questions facing library associations on the web.

■ **Karen Hyman**, executive director, South Jersey Regional Library Cooperative, New Jersey, will give an overview of web site creation, including goal-setting for your site; decisions on what to publish and what not to publish; information on publishing options, such as posting on another site; and the basic mechanics of language, graphics, editors and other resources.

■ **Cynthia Terwilliger**, assistant director, Lapeer County Library, Michigan, will present a case study of creating a high-quality home page on a shoestring, drawing on the example of the Michigan Library Association's home page.

■ **Rob Carlson**, Internet coordinator, American Library Association, Chicago, will discuss the data management and audience issues facing a web site coordinator and address linkages and other resources available from ALA.

Chapters in Hawaii, Idaho, Maine, Michigan, Montana, New Mexico, New York, Oklahoma, South Carolina, Tennessee and Texas, along with the

Southeastern Library Association and ALA, currently have home pages. Several states have active listservs, some for general information and others for conducting association and committee business.

"Electronic issues were at the top of everybody's 'hot topics' list," said **Jane Crocker**, Gloucester County College Library (New Jersey), who is chairing the event as a member of the Chapter Relations Committee. "This is a special situation where we need to take advantage of the technology, but we also need to be asking questions. We're all at different stages in the process. Several

Chapters do have home pages, and all of them have information and expertise to share. I jumped at the chance to bring people together to talk about how to do this right. There will be demos and hardware at the Conclave, but this isn't just a chance to click on a few icons. There are major policy questions that need to be addressed, too."

Participants in the session are encouraged to bring their questions and their own experiences to the Conclave. There will be ample time for questions with the panel, and the presenters will provide online demonstrations and handouts for all participants.



### Don't Miss These Chapter Relations Programs at Annual Conference!

**"Lobbying 101: Tips for Winning in the State and Local Legislative Arenas,"** Friday, July 5, 2 to 5 pm, Sheraton New York. A practical how-to-do-it session, with tips and techniques from an experienced library association lobbyist on increasing your association's political clout.

**"Home Pages: Chapter Conclave,"** Saturday, July 6, 2 to 4 pm. Explore the web in this non-technical session that looks at the "why" as well as the "how" of home pages for library associations.

**"Presidents-elect Orientation,"** Sunday, July 7, 8 am to 1 pm. Have breakfast with your fellow Chapter presidents-elect and learn the ropes of leading a library association and navigating your way through ALA.

**"Stop Talking and Start Doing! Recruitment and Retention of People of Color at the State and Local Levels,"** Monday, July 8, 11 am to 1 pm. The time is now! Make certain that your library and your Chapter are doing everything possible to improve diversity in the profession.

For more information on any of these programs, contact ALA's Chapter Relations Office, 800-545-2433, ext. 4291; cro@ala.org



# Diversity Program Module Available for Chapter Conferences



▲ Presenters at "It's Time to Build Diversity in FLA: Planning for 1996-2000" (from left): Raymond Santiago, Miami Dade Public Library; Sharon Epps, University of South Florida; Madison Mosley, Stetson College of Law; Florence Brown, North Miami Beach Public Library; and Sam Morrison, Broward County Public Library.

**T**he Chapter Relations Committee (CRC) can provide you with technical assistance and a program model for Chapters on how to build diversity in your association. The Committee cosponsored a program with the Florida Library Association (FLA) Membership Committee at FLA's annual conference in April 1996.

The program focuses on providing suggestions to association boards on specific strategies to improve diversity planning. Topics for program segments include:

- Strategies and success stories from other ALA Chapters
- Recruitment to the profession
- Creating a diverse association
- Communication styles
- Mentoring models

If your Chapter is interested in conducting a workshop on this topic at state, local or regional conferences, CRC will provide photocopying masters of all program materials and consultation on program elements.

**Florence Brown**, North Miami Beach Public Library and chair of the Chapter Relations Committee's Recruitment and Retention of People of Color Subcommittee, coordinated the program in Florida and is available for consultation.

For more information, contact Gerald Hodges, Chapter Relations Office, 800-545-2433, ext. 4285; ghodges@ala.org.

## "Transform" Your Recognition Program

**A**s part of its 1996 theme, "Today's Libraries Transform Tomorrow," the Florida Library Association (FLA) identified over 1,000 change agents who demonstrated their ability and willingness to make a difference in people's lives through libraries. These "transformers"—librarians, trustees, Friends' groups, legislators and citizens—were chosen by FLA members and honored at the FLA Annual Conference in Tampa.

The 1996 FLA Transformers Honor Roll lists these individuals with brief descriptions of their contributions. All "transformers" attending the conference were identified with green ribbons and recognized at the Membership Meeting.

The statewide recognition program, initiated by FLA President **Elizabeth Curry**, will continue through the coming year. As Curry said, "The Transformers honored in this program should serve as models to inspire us all in our quest for the finest library and information services possible."

## "Affiliate" Your Chapter's Library Management Units

**I**f your Chapter has a section or division for library administration and management—or is thinking about forming one—ALA offers affiliation opportunities that can provide networking support, program ideas and even financial assistance. The Library Administration and Management Association (LAMA), a division of ALA, has organized the Council of LAMA Affiliates (COLA) to promote the exchange of information on activities and issues related to library management at the state, regional and national level.

With affiliates in 14 states currently, COLA invites other Chapters to pursue this leadership opportunity for their members. Any group of ten librarians, library staff or others with an interest in library administration and management may petition the LAMA board to request affiliation status. The chair of the affiliating group must be a LAMA member.

If your Chapter currently has a management section, LAMA affiliation provides a natural source for program and professional resources. If your Chapter does not have a unit dealing with administration and management, LAMA affiliation is a good way to get started. "This is a great opportunity to establish such a group and then become a LAMA Affiliate," said **Beverly Moore**, member of the Colorado Library Association Administration Roundtable and COLA chair.

Those interested are invited to attend the COLA meeting at Annual Conference in New York City on Monday, July 8, 9:30 to 11:00. For more information on becoming a LAMA Affiliate contact Beverly Moore, COLA chair, 719-549-2361; fax: 719-549-2738; moore@uscolo.edu or Shonda Russell, LAMA, 800-545-2433, ext. 5037; fax: 312-280-3257; srussell@ala.org.

## Chapter RELATIONS

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# Chapters Seek Sponsorships, Build Foundations

**M**embership dues and conference income have long been the mainstays of association revenues, but there are a couple of new kids on the block. Corporate sponsorships and separate foundations are not only being explored on a national level, but at the ALA Chapter level as well. Three state associations—Iowa and Wisconsin in the case of foundations and Minnesota in the case of sponsorships—shared their experiences to date.



▲ California Library Association (CLA) members attending the CLA Conference last November were invited to pose for this 100th anniversary photo. Chapter Relations representatives include Janice Koyama, Chapter Councilor; Mary Sue Ferrell, Chapter Relations Committee; and Gerald Hodges, Chapter Relations Office.

**Q** Why create a foundation?

**A** Tax status, promotability of specific programs and objectives, and a broader appeal to certain funding sources seemed to be the main benefits cited by Chapters. If your library association is a 501(c)(3), you are prohibited from engaging in certain lobbying activities. On the other hand, if your association is a 501(c)(6), there may be some limitations on deductibility of contributions. One alternative is forming a foundation that is a 501(c)(3) and an association with a 501(c)(6) structure, but you must be clear on the separate missions and functions of the two organizations.

The Wisconsin Library Association (WLA) Foundation has been around since the mid-1980s but didn't adopt a formal structure until this January. "Our foundation had been operating as a development fund, not a separate entity," said **Larry Martin**, executive director of the Wisconsin Library Association. "We had some ongoing activities that we wanted a funding base for, like scholarships and awards. But we realized if we wanted people to contribute, we needed a clear mission and focus. We needed to develop programming that members could get excited about."

**Q** How would the foundation be organized?

**A** Foundations typically are created by an action of the board of the association, but have their own board of directors, by-laws and articles of incorporation. (Consult legal counsel for compliance with state law.) Foundations and associations often have interlocking boards, i.e., several seats on the foundation board are reserved for association representatives. Association staff may be contracted for certain foundation services, but it is essential that both organizations have separate financial operations and governing bodies.

"What it says to future contributors is that we have a separate board whose sole purpose is to grow and manage the foundation," said Martin. "From a contributors' standpoint, it raises their comfort level."

The Iowa Library Association Foundation (ILAF) was established in 1983 and went through some minor restructuring in 1992. "It really takes a strong level of commitment from the foundation board," said **Julie Huiskamp**, past-president of ILA and member of the ILAF board. "From time to time, there may be tension between the association and the foundation. The challenge is for the foundation to pick its niche and to communicate its mission clearly. We exist for the entire Iowa library community and the association is a major part of that community."

**Q** What would the foundation actually do?

**A** Two things: raise funds and distribute them. Whether the foundation is single-purpose (such as a scholarship fund) or more broadly focused, the key to a successful foundation seems to be making sure donors see the results of their giving. ILAF prepares an annual giving report, which shows both contributors and recipients. "There's a need to demonstrate a wide range of beneficiaries," said Huiskamp.

ILAF has a number of separate funds for specific purposes. One of the most significant is the Endowed Speakers Fund. They conducted a separate campaign to raise money for a fund to bring speakers to conferences that the association could not otherwise afford. There are also separate scholarship funds, such as the Tillson Scholarship, named after long-time ILA Executive Secretary Jack Tillson, who left the bulk of his estate to the foundation. Individual giving to the foundation can be unrestricted or designated to one or more of these funds.

Foundation budgets should be based on spending only a percentage of their earnings (and none of their principal), which is far different from the association's operating budget. Investment counsel is a key ingredient in long-term foundation growth and stability.

**Q** How do foundations typically raise funds?

**A** Both ILAF and the WLA Foundation raise funds from members, though this is not the sole or even primary source of funds. Both are small associations and raise between \$5,000 and \$10,000 per year in

(continued on page 5)

## 1996 Annual Conference Chapter Relations Meetings of Interest

- 5** Friday, July 5, 1996
- |            |  |                                       |
|------------|--|---------------------------------------|
| 1:00-4:00  | "Library Advocacy Now!" Presenters Training                              | Javits Convention Center, 1A, 7       |
| 2:00-5:00  | Lobbying 101: Tips for Winning in the State and Local Legislative Arenas | Sheraton New York, Riverside Ballroom |
| 4:30 -5:30 | Students-to-Staff Orientation  | Javits Convention Center, 1C, 3       |

- 6** Saturday, July 6, 1996
- |            |                                       |                                       |
|------------|---------------------------------------|---------------------------------------|
| 9:00-11:00 | Chapter Relations Committee Meeting I | Javits Convention Center, 1E, 2       |
| 11:30-1:30 | Membership Committee Meeting I        | Sheraton Manhattan, Conference Room 2 |
| 2:00-4:00  | Home Pages: The Chapter Conclave      | Javits Convention Center, 1A, 30      |
| 4:15-5:15  | ALA Membership Meeting I              | Javits Convention Center, Hall 3E     |

- 7** Sunday, July 7, 1996
- |            |  |   |
|------------|--|---|
| 8:00-1:00  | Presidents-elect Orientation                                     | Javits Convention Center, 1E, 2               |
| 9:00-12:00 | Council/Executive Board and Council I                            | Javits Convention Center, Special Events Hall |
| 1:30-3:00  | Membership Committee Meeting II                                  | Javits Convention Center, 1A, 11              |
| 4:30-6:30  | ICLAE (International Council of Library Association Executives)  | Sheraton Manhattan, Conference Room 2         |
| 5:30-7:30  | Property & Casualty Insurance Program for Organizational Members | Sheraton New York, Versailles Terrace         |

- 8** Monday, July 8, 1996
- |              |  |  |
|--------------|--|--|
| 11:00-1:00   | Stop Talking and Start Doing! Recruitment and Retention of People of Color at the State and Local Levels | Javits Convention Center, 1E, 14       |
| 2:00-4:00    | Chapter Relations Committee Meeting II   | Sheraton New York, Royal Ballroom B    |
| 8:00-10:00pm | ALA Membership Meeting II  | Sheraton New York, Imperial Ballroom A |

- 9** Tuesday, July 9, 1996
- |            |   |   |
|------------|---|---|
| 9:00-12:00 | Council II                              | Javits Convention Center, Special Events Hall |
| 2:00-4:00  | Chapter Relations Committee Meeting III | Javits Convention Center, 1E, 14              |
| 4:00-5:30  | Chapter Councilor Caucus                | Javits Convention Center, 1E, 9               |

- 10** Wednesday, July 10, 1996
- |            |             |   |
|------------|-------------|---|
| 9:00-12:00 | Council III | Javits Convention Center, Special Events Hall |
|------------|-------------|---|

## FYI ▼ FYI ▼ FYI

### Chapter Relations Handbook Now Available on Diskette

Beginning with the 1996 ALA Annual Conference, the Chapter Relations Handbook will be distributed in diskette form, rather than in paper. For the past two years, the diskette version was offered only to Chapter presidents, while incoming presidents-elect received a paper copy. The enthusiastic response to the diskette version prompted the Chapter Relations Committee to make the switch for all distribution.

"The diskette is obviously much more compact than the binder and is a lower-cost alternative," notes Chapter Relations Director Gerald Hodges. Directories, calendar listings, and the conference planning guide will continue to be published in paper form. Copies of directories and diskettes will be distributed at orientations for new Chapter officers at Midwinter and Annual Conferences and are available on request from the Chapter Relations Office, 800-545-2433, ext. 4291.

### Chapter Coverage in American Libraries

Beginning with the May issue of *American Libraries*, Chapter activities will be featured each month in the "News Fronts" section of the magazine. Special thanks to **Frank Iacono**, who chaired a special subcommittee of the Chapter Relations Committee, and subcommittee members **Frances Bradburn**, **Marianne Hartzell**, and **Pat Mautino** for securing this important recognition for Chapter Relations. If your Chapter has items to contribute to the column, please forward to the Chapter Relations Office. This is our chance to showcase the essential role of Chapters, both within ALA and at home!

### Easy Electronic Access to Chapter Relations

#### E-mail

Chapter Relations Office, [cro@ala.org](mailto:cro@ala.org)  
Gerald G. Hodges, [ghodges@ala.org](mailto:ghodges@ala.org)  
Alicia Bryant, [cro@ala.org](mailto:cro@ala.org)

#### Listserv

ALACRO-L (to subscribe, send mail to [listproc@ala.org](mailto:listproc@ala.org). In the message line, write: **Subscribe ALACRO-L<first name> <last name>**). Chapter Councilors have been automatically added to the subscription list.

#### Website

<http://www.ala.org>



## Chapter Relations Program Highlights

### Midwinter Conference **SAN ANTONIO**

▲ Legislative Leadership Workshop participants (below) get lobbying tips from the Honorable John Shields, member of the Texas State Legislature (above).



▲ Chapter Relations Committee Chair Margo Crist (above) and ALA presidential candidates (top, from left to right) Ching-chih Chen, Charles Beard, and Barbara Ford at Chapter Relations Candidates Forum.



## Chapters Seek Sponsorships, Build Foundations *(continued from page 3)*

contributions from members. In addition to mailings, both associations hold conference fund-raisers, ranging from quilt raffles to silent auctions to buying a brick in the foundation's future.

Planned or deferred giving is a major strategy of both foundations, and both have received major bequests from retiring and active members. Being named as a beneficiary of a life insurance policy or in a will or estate can be a significant source of income for foundations.

And both Huiskamp and Martin stress the need to appeal to library-related businesses on behalf of the foundation, while guarding against competing with the association's own funding strategies. "Our association seeks corporate sponsorships for the conference, but the foundation gives us

other opportunities to approach corporate donors," Huiskamp said.

Martin suggests focusing on the library-related business community as partners. "The WLA Foundation is not just for libraries, but Wisconsin's library community."

### **Q** Where do sponsorships fit in?

**A** Sponsorships may be a preliminary step to starting a foundation or may be a separate strategy of the association. The Minnesota Library Association (MLA) offers a range of sponsor packages, ranging from \$100 to \$1,000. MLA has produced a clear and easy-to-use brochure that spells out the benefits at each level of sponsorship, ranging from free ads in the newsletter to no-cost exhibit space.

"The sponsorship program with the Minnesota Library Association is a win-win for all involved. We are able to get our message to the library professionals, and the financial benefit to the association helps provide increased member benefits," said MLA Patron Level Sponsor **Jeffrey A. Scherer** of Meyer, Scherer, & Rockcastle Ltd, library design specialists in Minneapolis.

*Responses to the Chapter Relations Survey as of April 15 indicate the following Chapters have foundations or corporate sponsorship programs in place or underway: Alaska, Illinois, Iowa, Kansas, Michigan, Minnesota, New Mexico, Ohio, Texas, Virginia, Wisconsin.*

# New Publications Available on Intellectual Freedom Issues

It's never quiet on the intellectual freedom front, and electronic access questions have been dominating the discussion lately. At ALA's Midwinter Conference, Council unanimously adopted an Interpretation of the *Library Bill of Rights*, "Access to Electronic Information, Resources, and Services." Shortly thereafter, Congress passed the Communications Decency Act as part of the Telecommunications Reform Act of 1996, which has resulted in a suit being filed by ALA as part of a 46-member coalition of information providers and users.

The suit, which was filed on February 26, 1996, in Federal District Court in Philadelphia challenges the decency provisions of the Act on the grounds that they are over-broad, poorly defined, and unenforceable. The Act would hold librarians and others liable for limiting access to such things as library catalogs, health information, and personal e-mail messages. At the same time, it would not provide the protec-



tion to minors that it seeks, protection that is truly enforceable only by direct parental or adult supervision.

The case is expected to be heard by the U.S. Supreme Court in the fall of 1996. The Office for Intellectual Freedom has prepared a succinct 4-page Q&A statement on the suit, entitled "Libraries and the Communications Decency Act: What You

Should Know." Copies are available from OIF by phone: 800-545-2433, ext. 4223; fax: 312-280-4227; or e-mail: [oif@ala.org](mailto:oif@ala.org).

The Intellectual Freedom Committee met in March with representatives from several divisions to draft a Q&A brochure on the new Interpretation of the *Library Bill of Rights*, "Access to Electronic Information, Resources, and Services." The draft will be circulated for comments later this year. For more information contact OIF, 800-545-2433, ext. 4223; [oif@ala.org](mailto:oif@ala.org).

Meanwhile, challenges to materials in print as well as electronic formats continue. A new publication, "Coping with Challenges," stresses the importance of communicating your library's or association's message in an open, direct, and informative fashion to your patrons and the general public. Copies of the brochure are available from the Public Information Office, 800-545-2433, ext. 5044; [pio@ala.org](mailto:pio@ala.org).

## Chapter Relations

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