

**REPORT OF THE
CHAPTER RELATIONS TASK FORCE**

Appointed by: Roberta Stevens, ALA President, 2010/2011

Charge:

- Prepare recommendations related directly to the purpose of the Chapter Relations Committee
- Identify the integral components of ALA and the chapters and how they can help each other
- Examine Chapter Relations Committee's structure and operations
 - Recommend ways to increase the Committee's effectiveness and activity

Members:

Kay A. Boies (Oklahoma Chapter, Executive Director)
Katherine Chamberlain (Student Chapter representative)
Cynthia Czesak (New Jersey Chapter Councilor)
Susan S. DiMattia (Past Chair, Chapter Relations Committee)
Ann H. Hamilton (Past Chair, Chapter Relations Committee)
Annelle R. Huggins, Chair (Tennessee Chapter, Executive Director)
Pam Hickson-Stevenson (Ohio Chapter Councilor)
Holly Macriss (California Chapter, Chief Executive Officer)
Elena Rosenfeld (Colorado Chapter Councilor)
Staff Liaisons:
Michael Dowling (ALA Chapter Relations Office)
Don Wood (ALA Chapter Relations Office)
JoAnne Kempf (Office of ALA Governance)

Meetings of the Task Force:

August 25, 2010: Conference Call
November 17, 2010: E-meeting
January 10, 2011: In-person meeting at ALA MidWinter
March 2, 2011: E-meeting
April 6, 2011: E-meeting

Communications were also accomplished via the Task Force listserv (chapplelf@ala.org).

Documents are posted on the Task Force site on ALA Connect.

Task Force Activity:

- The Chapter Relations Task Force reviewed the Chapter Needs Assessment Survey which was completed at the request of the Chapter Relations Committee in 2008.
- The Chapter Relations Task Force began its deliberations with a brainstorming session on problems/concerns on the relationship between ALA and the Chapters, as seen by each Task Force member.
- The Task Force members surveyed their representative groups:
 - Student chapters (Katherine Chamberlain / Don Woods)
 - Chapter Executives (Kay Boies / Holly Macriss)
 - Chapter Councilors (Cynthia Czesak / Pamela Hickson-Stevenson / Elena Rosenfeld)
 - Each group designed/distributed their own survey instrument.
 - Survey results were posted on the Task Force listserv.
- At ALA MidWinter, the Task Force reviewed the survey results and indicated the top three responses from each category, to form the basis for our recommendations.
- At the request of the 2010/2011 Chapter Relations Committee, two Task Force members reviewed and drafted recommendations for changes to the statement of the Chapter Relations Committee Purpose.
 - The draft was reviewed / discussed at ALA MidWinter.
- Between ALA MidWinter and ALA Annual the Task Force:
 - Continued review / discussion of the changes draft of the Chapter Relations Committee Purpose (entitled *Chapter Relations Committee: Mission and Charge*)
 - Developed/reviewed/discussed *State of the Chapter* survey/report template
 - Reviewed / discussed the first draft of the Task Force Report.
 - Approved the final report and authorized the Chair to present its report to President Stevens, the ALA Executive Board, and the ALA Council at ALA Annual 2011.

Task Force Findings: (the top 3 responses from the Task Force surveys)

- **Student Chapters:**
 - *Communication:* Students across the board expressed a desire for improved communication between ALA and the Student Chapters, as well as between the Student Chapters themselves and appropriate State Chapter. Suggestions included:
 - More communication, support, and/or marketing at the beginning of the Fall and Spring semesters, such as through an email newsletter, webinar, or annual scheduled visit to provide information about ALA national
 - Continued development and promotion of Facebook groups, Twitter feeds, ALA Connect, ALA Student Chapter Blog/Wiki
 - More contact from or with ALA contact person; timelier responses to emails.
 - *Finances:* Cost concerns included the increased fees for non-student ALA membership and the lack of chapter funds to support programs

- *Careers:* Concerns related to chapter communication were career planning and professional development. Suggestions included:
 - Providing more job-finding and networking-related resources to chapters
 - Promoting regional and national conferences and events
- **Chapter Executives:**
 - *Communication:* Improve communications between ALA (all offices) and the Chapters. Suggestions included:
 - Timeliness of ALA requests for action / response
 - Consolidation of updates would make it easier to distribute to membership
 - PR campaigns / materials that can be customized by Chapter
 - Include Chapter staff in ALL messages, not just Chapter President/Chapter Councilor
 - Ascertain Chapters without paid staff have an established avenue of communication
 - *National Leveraging:* Combine the purchasing power of ALA with the Chapters. Suggestions included:
 - Host chapter websites
 - Purchase membership software for use by Chapters
 - Publish/print Chapter newsletters
 - Clarify the roll of the Chapter in ALA and vice-versa
 - *Advocacy:*
 - Provide technical and funding assistance to support local advocacy
 - Authors; enhanced CapWiz; Grants from foundations/corporations
 - Bring CapWiz to local level
 - ALA could develop / present workshops to educate decision-makers (non-librarians) about the value of libraries
 - Communicating accurate and timely information on actions that ALA and its Affiliates are taking in Chapter's state
- **Chapter Councilors:**
 - *Communication:* Between ALA and the Chapters
 - Confusion and some frustration in this area
 - More clarity of relationship and cooperative efforts between ALA and Chapters (both State Chapter and where appropriate Student Chapter)
 - What, exactly, is the role of the Chapter Councilor for sharing information/representing Chapter?
 - Chapters sharing best practices with each other with ALA involved/aware
 - *Financial Stability of Chapters:*
 - Would like for ALA to provide (free) speakers.
 - *Membership:*
 - Getting new members
 - Retaining current members
 - Ways to work together rather than compete with other library organizations
 - *Continuing Education / Leadership Building:*
 - More webinars

CHAPTER RELATIONS TASK FORCE RECOMMENDATIONS

(The term Chapter is used below to include State Associations;
Regional Associations; and Student Chapters)

Addressed to ALA Council / Executive Board:

- Members on the ALA Chapter Relations Committee should be active members of a Chapter
- The Chair of the ALA Chapter Relations Committee should be a prior member of the Chapter Relations Committee and should be an active member of a Chapter
- Student Chapters should be accorded representation on the ALA Chapter Relations Committee
- Revise the ALA Chapter Relations Committee's Statement of Purpose
 - See Appendix A *Chapter Relations Committee: Mission / Charge* suggested revision
- Call for the evaluation of the FLLAN program on an ongoing basis by the Chapter Relations Committee and the ALA Washington Office to insure the success of the program within all Chapters
- Investigate (and establish, if possible) additional joint membership options for ALA and Chapters
- Investigate (and establish, if feasible) joint purchasing opportunities for ALA and Chapters, i.e membership software; website hosting; electronic meeting capabilities, etc.
- Insure that the ALA Chapter Relations Office is appropriately staffed to maintain the optimum relationship between ALA and the Chapters (State, Regional, and Student)
- Promote and monitor communication between the ALA national offices and administrative bodies and State, Regional, and Student Chapters to facilitate the reciprocal flow of ideas and information.
 - Require all ALA Offices, Divisions, Round Tables to communicate on a regular basis with the Chapters, especially regarding events / actions that directly impact the Chapter and/or libraries in the Chapter's state

Addressed to Chapter Relations Committee:

- Include open discussion time in all Committee meetings at MidWinter and Annual
- Develop and present a program on issues relevant to Chapters at least once each Committee year either at MidWinter and/or Annual
- In consultation with the ALA Chapter Relations Office, establish a sub-committee to develop and present a webinar on the ALA Chapter Relations website for training of Chapter Leadership
 - Offer a similar in-person program on-site at MidWinter and Annual
- In consultation with the ALA Chapter Relations Office, establish a sub-committee to develop and present a webinar on the ALA Chapter Relations website for the orientation of Chapter Councilors
 - Offer a similar in-person program on-site at MidWinter and Annual
- Review and report on the status of the CRC Strategic Plan/Objectives at MidWinter and Annual
 - Update as necessary to conform with ALA's Strategic Plan
- In consultation with the ALA Chapter Relations Office, establish a *State of the Chapter* report and summarize successes / concerns at Annual, with posting of reports on ALA website and on Chapter Relations' page on *ALA Connect*
 - See Appendix B for *State of the Chapter* survey / report (suggested draft)
- Promote the use of ALA Connect in the work of the CRC

- In consultation with the ALA Chapter Relations Office, develop / initiate a plan for ALA outreach to all Student Chapters

Addressed to Chapter Councilor:

- Attend the CRC sponsored Chapter Councilors' Orientation in person at MidWinter or Annual
 - Electronic version of the orientation is available for review purposes
- Insure that you (the Chapter Councilor) are a conduit for communication between ALA and your Chapter and, where appropriate, Student Chapter(s)
- Sponsor a program on ALA activities at your Chapter Conference
- Work with the ALA Chapter Relations Office regarding problems / concerns within your Chapter to insure a mutually advantageous relationship between your Chapter and ALA
 - Complete and submit *State of the Chapter* survey / report
 - See Appendix B for *State of the Chapter* survey / report (suggested draft)

Addressed to Chapter Leadership:

- Attend the CRC sponsored Chapter Leadership Training Program, either in person at MidWinter or Annual or via the webinar (when developed)
- Work with your Chapter Councilor to insure that communication between ALA and your Chapter is at the optimum
- Participate in FLLAN (Federal Library Legislative and Advocacy Network) to insure that communication between the ALA Washington Office and your Chapter is at the optimum
- Investigate / initiate methods to grow / improve relationships with other State and Regional Chapters and, especially as appropriate, Student Chapters
- Use ALA Chapter Relations web resources to the fullest extent

The Chapter Relations Task Force urges that these recommendations be accepted and acted upon by all parties. The Task Force believes that if these steps are taken, in conjunction with the excellent work already being accomplished by the ALA Chapter Relations Office, the relationships between ALA and its Chapters will be greatly improved and provide for even better support of our libraries and the people who devote their lives to providing information to our library users.

Appendix A

Appendix B

Appendix A:

Draft revision: *ALA Chapter Relations Committee Mission / Charge*

The Chapter Relations Committee represents the Chapters of ALA, ensures recognition of the significant role of Chapters, and supports and strengthens Chapters. The committee's charge is:

- To ensure a mutually beneficial partnership between Chapters and ALA - and its various units - through representation, communication, and collaboration.
- To identify Chapter goals and priorities to ALA and identify ALA goals and priorities to Chapters.
- To respond to proposed actions of ALA and ALA units that may affect Chapters, e. g., reminds ALA units of the need to communicate and coordinate with affected Chapters when planning conferences.
- To provide a forum for discussion among Chapters and with ALA.
- To strengthen and support Chapters through training and programs identified by Chapters.
- To establish ongoing strategic planning and review of plans, in line with ALA strategic plans
- To periodically review the requirements for Chapter status and, if needed, recommend changes to the ALA Council.
- To serve as an advisory committee to the Chapter Relations Office

Appendix B

State of the Chapter Annual Report

The Chapter Relations Committee (CRC) of the American Library Association (ALA), the International Council of Library Association Executives (ICLAE), and the Chapter Relations Office (CRO) are working together to develop an evaluation program to assess the health and vitality of ALA chapters. Annually, chapters will be encouraged to submit an overview of the chapter including leadership, activities, achievements and areas where assistance may be needed.

There are a few goals the organizations involved in collecting and evaluating this information would like to accomplish for the strength of the profession first of which is ensuring the health and vitality of each chapter. The strength of the library community lies in the collective and the following questions will help our collective identify areas of purchase power and areas where greater attention maybe needed.

While participation in not mandatory, it is strongly encouraged. The more information the ALA has for each of the chapters representing the library community, the greater the chances for a stronger profession. **Maintaining current Chapter information is also vital to the communication flow between ALA and each Chapter, especially in times of crises.**

The Chapter Relations Committee asks that each Chapter's ALA Chapter Councilor accept responsibility for completion and submission of the *State of the Chapter Annual Report*.

This information is based on your fiscal cycle and will be presented to the ALA Board of Directors at either the ALA Mid Winter Conference or the ALA Annual Conference & Exhibition. Please submit report for chapter fiscal year that ends closest to either ALA event.

This first report will include more information to be used as a baseline. As long as this information has been provided, future reports will only capture data specific to that current fiscal cycle.

Completed reports can be submitted electronically to Don Wood, Program Officer with the ALA Chapter Relations Office, at dwood@ala.org or by mail to:

Don Wood, Program Officer
Chapter Relations Office
American Library Association
50 E. Huron
Chicago IL 60611

Please NOTE: There is also a checklist included as part of this report. This checklist indicates when vital information should be shared with the ALA Chapter Relations Office. The provision of this information may not coincide with the completion of the *State of the Chapter Annual Report*.

Thank you in advance for your participation! If you have any questions please contact the current Chair of the ALA Chapter Relations Committee as noted on the ALA website.

ALA Chapter Annual Report

Report for fiscal year ending _____ to be reviewed by the ALA Chapter Relations Committee and forwarded to the ALA Executive Board at:

- ALA Mid Winter Conference
- ALA Annual Conference & Exhibition

Chapter: _____

Executive Director: _____

Email: _____

Current President: _____ Term: _____

Email: _____

Association Website: _____

Facebook: _____

Twitter: _____

LinkedIn: _____

Association Overview

Primary Contact:

- Executive Director
- President
- Other (*Name and email*): _____

Number of paid staff: _____

Positions of paid staff: _____

If Association does not have paid staff, please list the volunteer leader positions used to manage association activities:

Please provide the systems/vendor used to manage your Associations transactions and member data.
Accounting system: _____

Registration system: _____

Database: _____

Membership Information

Chapter Membership is:

- Calendar
- Anniversary

Total number of Chapter members listed by member categories:

Chapter Membership is:

- Maintaining
- Growing (*please provide percentage if known*): _____
- Declining (*please provide percentage if known*): _____

Chapter Membership was at its highest in (year) _____ with _____ total members.

Annual Conference

Date(s) held: _____

Total number of attendees: _____

Total number of exhibitors: _____

Total number of program offerings: _____

Special events held during conference: _____

Additional Events

Please list any other events that the Chapter has held in the past fiscal year, i.e Legislative Day, Staff Development workshops, etc. and the amount of attendees who participated.

Yearend Wrap-up

Please summarize Chapter activities for the year. Please use additional paper if necessary.

Chapter Identified Areas of Concern/Distress

Please specify area(s) the Chapter requires greater resources than the Chapter has available. Please use additional paper if necessary.

CRC & CRO Assistance

Please list ways in which the ALA Chapter Relations Committee and Chapter Relations Office can better serve your Chapter. Please use additional paper if necessary.

Chapter / ALA Chapter Relations Provision of Information

Checklist

Chapter will:

Provide the Chapter Relations Office with New Leadership Contact Information

- Immediately after election, provide contact information for new Vice President-President-Elect
- Immediately after election, provide contact information for new Chapter Councilor
- In a timely manner, provide revised contact information for President, Vice President, Chapter Councilor, and association itself

Provide the Chapter Relations Office with New or Revised Conference Information

- Provide new or revised conference date(s) and location(s); for example, 2011: May 2-4, Ocean Place Resort, Long Branch, NJ
- Complete and submit the Promotion Display and Table Skirt Order Form to CRO to receive ALA promotional materials

Provide the Chapter Relations Office with *State of the Chapter Annual Report*

- Complete and submit report at MidWinter or Annual which is closest to the end of the Chapter's fiscal year.

Chapter Relations Office will:

Provide ALA Leadership at State Conferences

- In a timely manner, notify state associations that ALA leaders and staff are available to participate at Chapter Conferences to provide presentations and programs. Chapters wishing to invite an ALA President, President-elect, or Executive Director may do so directly or through the Chapter Relations Office.

Provide ALA Information to Chapters about Host and Contiguous Chapter Benefits

- In a timely manner, notify the host state association and the contiguous state associations that ALA provides specific benefits to each one when ALA meets for Midwinter and Annual Conference (e.g., when ALA meets in San Diego, CLA is the host chapter and Oregon, Nevada, and Arizona are contiguous chapters).

Provide Chapter with ALA membership listing

- Annually, provide a listing of ALA members who reside (have mailing address) within the geographical confines of the Chapter

Roberta Stevens' CHAPTER RELATIONS TASK FORCE

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