

TO: ALA Executive Board

RE: *The Knowledge Alliance Recruitment Program and the Spectrum Doctoral Fellowship Program*

ACTION REQUESTED/INFORMATION/REPORT:
Information Only

ACTION REQUESTED BY:

CONTACT PERSON:
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DRAFT OF MOTION:

DATE: *April 6, 2012*

BACKGROUND:
Report on current grant-funded projects operated by the ALA Office for Diversity, including the launch of Knowledge Alliance recruitment initiative and the Spectrum Doctoral Fellowship Program

Attachments:

Report on Knowledge Alliance
Report on Spectrum Doctoral Fellowship Program

Spectrum Doctoral Fellowship Program

Background

In July 2011, the Office for Diversity received a grant from the Institute of Museum and Library Services in the amount of \$886,499 in support of the Spectrum Doctoral Fellowship Program: Building Change Project. This project, funded through the Laura Bush 21st Century Librarian Program, seeks to recruit and prepare at least seven doctoral candidates from underrepresented racial and ethnic groups for careers in library and information science education.

The major activities of the project are:

1. Promote LIS doctoral study as a viable option for individuals from underrepresented racial and ethnic groups.
2. Increase the number of individuals from underrepresented racial and ethnic groups entering and ultimately graduating from LIS doctoral programs, including awarding seven fellowship packages to include full tuition and yearly stipends for students beginning doctoral studies in fall 2013.
3. Support Spectrum Doctoral Fellows' professional development and program retention by offering opportunities for involvement in research and leadership activities, including two Spectrum Doctoral Fellows Institutes and support for participation in the ALISE Annual Conference.

Development

The Office for Diversity has partnered with twenty-one participating academic programs to promote and support the Spectrum Doctoral Fellowship Program. As a participant, LIS programs will be among the academic programs to which a Spectrum Doctoral Fellowship applicant may apply. Upon acceptance by the LIS program and selection as a Fellow, fellows will receive, through support from IMLS, funding for tuition and living stipends for two years of study and support for travel to institutes and conferences designed to further fellows' academic pursuits. The participating program agrees to support the Fellow for the required remaining studies for completion of the PhD.

Promotion and Recruitment

The Office for Diversity began promotion and recruitment of the Spectrum Doctoral Fellowship Program at the 2012 ALA Midwinter Meeting with the program "Is a PhD in LIS for You," providing attendees with several recent PhDs' experiences deciding to pursue and pursuing a doctorate.

In March 2012, the Office for Diversity announced a free series of webinars exploring opportunities for doctoral studies in library and information science. The four scheduled webinars include "Is a PhD in LIS Right for You?" "Selecting an LIS PhD Program," "Building Your Personal and Professional Support Network," and "Funding Opportunities and Applying to Doctoral Programs." Each webinar will feature current PhD candidates discussing the opportunities and realities of doctoral studies. Over 60 individuals have already expressed interest in attending the webinars.

Moving Forward

The Office for Diversity will finalize and open the Spectrum Doctoral Fellowship Program application by the end of summer 2012. The application period will coordinate with the schedules of the participating LIS programs' application schedules. Selected Fellows will be announced in spring 2013 to begin studies in fall 2013.

Knowledge Alliance

Background

In July 2010, the Office for Diversity received a grant from the Institute of Museum and Library Services in the amount of \$432,495 in support of a project titled “Discovering Librarianship.” This project, funded through the Laura Bush 21st Century Librarian Program, seeks to recruit ethnically diverse high school and college students to careers in libraries by enlisting 35 early career librarians to develop new recruitment materials and deploy the recruitment campaign at local career, education, and cultural events.

The major activities of the project are:

1. Engage a geographically diverse cohort of early career librarians and provide training in key areas towards developing a relevant and persuasive recruitment message.
2. Deploy field recruiters at over 50 recruitment events across the United States.
3. Develop a sustainable Leads/Contacts Management System to increase follow-up and engagement rates with interested individuals.
4. Pair high school and undergraduate college students interested in careers in libraries with mentors.
5. Hold a graduate school planning institute for up to 50 college undergraduates interested in careers in librarianship.

Development

The Office for Diversity identified 35 early career librarians through a competitive application process to serve as recruiters. A meeting at the 2011 ALA Midwinter Meeting began discussion on issues and concerns for recruitment. Recruiters discussed the value of diversity in librarianship, current workforce trends, career opportunities in libraries, educational preparation and requirements, library advocacy, and library salaries. Participants also shared issues and obstacles encountered in their journey towards a career in libraries and possible strategies for overcoming these. Conversations continued in ALA Connect as recruiters contributed to the development of the recruitment materials, including themes, tag lines, and emphasis.

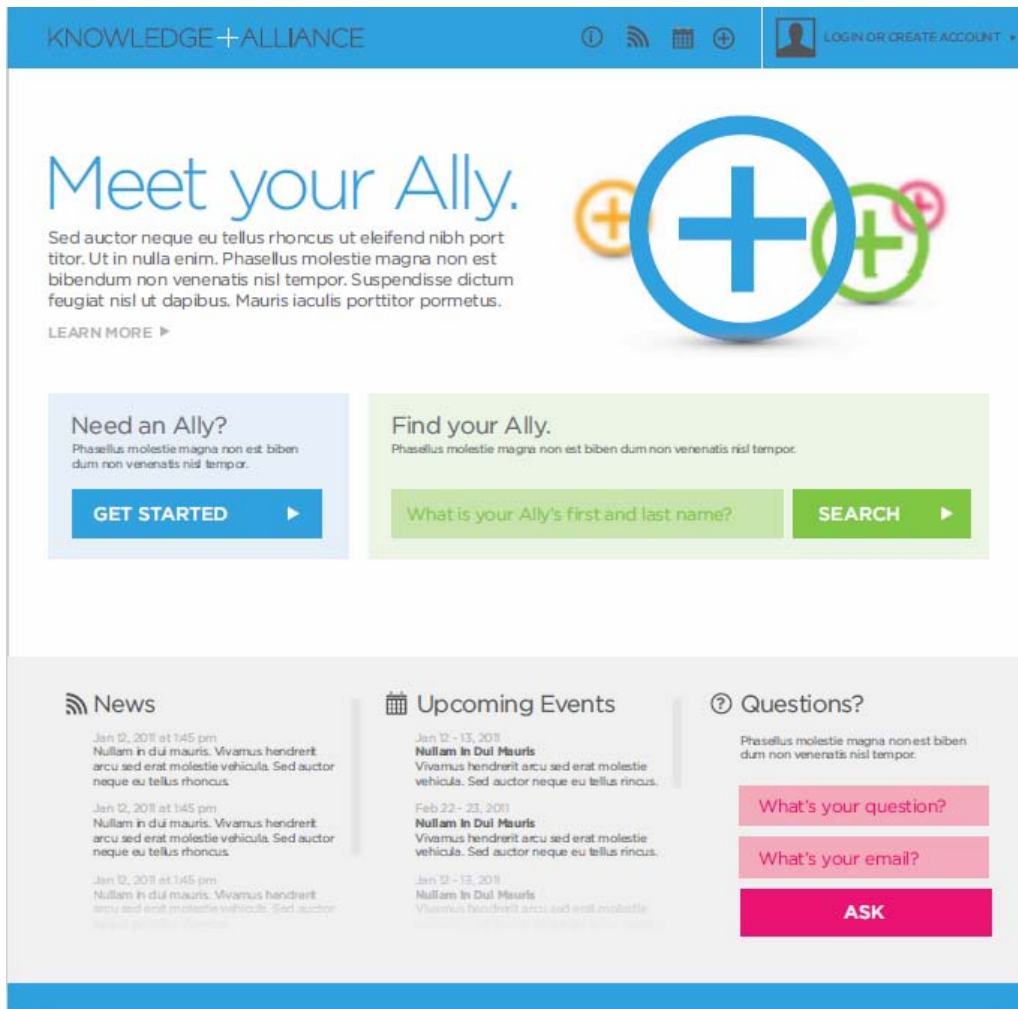
Knowledge Alliance

In March 2012, the Office for Diversity launched Knowledge Alliance the new brand for the recruitment program developed from the Discovering Librarianship project.

KNOWLEDGE + ALLIANCE

Knowledge Alliance is a recruitment initiative reflective of librarians' commitment to being helpful, informative, and collaborative. The tagline for Knowledge Alliance is "Meet Your Ally" and reflects the willingness of recruiters to serve as personal guides for college and high school students interested in careers in library and information science.

The centerpiece for Knowledge Alliance is the recruitment portal (<http://knowledgealliance.org/>), which utilizes a social networking model to connect individuals interested in careers in libraries with allies who can support their career pursuits. Interested individuals can "Join the Alliance" by creating an account at Knowledge Alliance and search for allies based on geographic location or interests (academic, public or school libraries; children's and teen services; cataloging, reference, readers advisory, preservation; or even fashion, health sciences, or comic books). Finding an individual or individuals who match their interests, they can begin to ask questions or learn more about the path to a career in libraries. Knowledge Alliance also allows for pushing of information to users based on their preferences—pushing scholarship information, application deadlines, etc., to those individuals who have indicated interest in these topics in their user preferences. A question form, events calendar, and news feed also provides information independent of registration requirements. The portal is built for scalability so that new recruiters may be added to the system as the program grows.



Additional Knowledge Alliance materials include booth display materials—a table skirt and pop-up display—and promotional booklets featuring recruiters' pictures and stories.



Distribution and Promotion

Promotion of Knowledge Alliance is funded through the Discovering Librarianship project. Each recruiter's registration, travel, and lodging at two local, regional, or national recruitment events are covered by the grant. Recruitment events must be focused on college or high school students and should not already have library representation. Recruiters must confirm all events with the Office for Diversity. Recruiters provide the Office for Diversity with total attendance for each event and track booth interactions.

To date, recruiters have participated in the following events:

March 10, 2012: 25th Annual Multi-Ethnic Career Development Conference, University of Delaware

March 15, 2012: Wilberforce University Spring Career Fair, Wilberforce University (Ohio)

March 17, 2012: South Bay Womyn's Conference, San Jose, California

To date, six individuals have registered accounts at Knowledge Alliance and have been paired with allies.

Recruiters will continue to identify recruitment events and promote Knowledge Alliance through March 2013.