The ALA and Chapters Partnership

New Chapter Leader Orientation

Chapter Relations Office
Chapter Relations Committee
January 2018

Your Webinar Presenters:

Michael Dowling, Director, Chapter Relations Office (CRO)
mdowling@ala.org
1-800-545-2433, ext. 3200

Don Wood, Program Officer, Chapter Relations Office
dwood@ala.org
1-800-545-2433, ext. 2429

Susan L. Jennings
Chair, Chapter Relations Committee 2017-2018
Past-President, Tennessee Library Association
Dean of Library Services
Chattanooga State Community College
Susan.Jennings@chattanoogastate.edu
423-697-2076

Julee A. Hammer
Member, Chapter Relations Committee
Past-President, Nebraska Library Association
Assistant Library Director
Lincoln City Libraries
JHammer@lincoln.ne.gov
402-441-8511

The ALA and Chapters Partnership

Structure  Communications  Advocacy  Resources
structure

ALA and Chapters

- 57 ALA Chapters. One Chapter in each state, the District of Columbia, Guam, the U.S. Virgin Islands, and regional library associations in the Mountain Plains, New England, Pacific Northwest, and Southwestern regions.
- Chapters promote general library service and librarianship within its geographic area, provide geographic representation to the Council of the American Library Association (http://bit.ly/2szhLJ0), and cooperate in the promotion of general and joint enterprises with the American Library Association and other library groups.
- The partnership between the American Library Association and its Chapters is designed to benefit both. Each partner expects certain benefits from the partnership, and each strives to meet those expectations by accomplishing the responsibilities accompanying their partnership.

Chapters and National Initiatives

- See Celebration Weeks & Promotional Events (http://bit.ly/1M4gBm)
Libraries Transform Campaign

 Associations or Representation has officially signed up and some have used the campaign:

- Oklahoma Library Association
- Pennsylvania Library Association (conversations ongoing)
- Indiana Library Federation (using for legislative activities)
- Florida Library Association
- Maine Library Association (used as theme for conference in 2016)
- Minnesota Library Association (used as theme for conference in 2016)
- Nebraska Library Association (used as theme for conference in 2016)
- New Mexico (used for statewide discussion on how libraries transform the state)
- Louisiana Library Association
- Virginia Library Association
- Arizona Library Association
- Ohio Library Council (early adopter, using for legislative activities)
- Connecticut Library Association

Associations not officially signed up but using the campaign or have had conversations about using campaign:

- Nevada Library Association
- North Dakota Association
- West Virginia Division

Joint ALA Chapter Relations/Public Awareness Libraries Transform Subcommittee

ALA and Chapters and Memberships

- Not all ALA members are Chapter members and vice versa
- Joint Student Membership: http://www.ala.org/groups/joint-membership-program in 44 Chapters. $40 until August 31, 2018. Split between ALA and Chapter. ALA processes all memberships and provides monthly reports and checks to Chapters. See Joint Student Membership Partnership between ALA and Chapters: How Does It Work?: http://bit.ly/1H3k8JS
- No other current joint memberships (regular, retired, trustee, etc.)
- Chapters can request a list of ALA members in their Chapter once a year to use for membership marketing. ALA Membership would like to request a swap, if permissible.

ALA Organizational Chart
American Library Association

- 57,000 members (high of 65,000 in 2005)
- 45+ million yearly budget
- 250 FTE

Four Strategic Initiatives
- Advocacy
- Information Policy
- Professional & Leadership Development
- Equity, Diversity & Inclusion

http://www.ala.org/aboutala/annualreport

- Governing (policy-making) body of ALA meets at each ALA Annual Conference and Midwinter Meeting where it can take action on a variety of issues through resolutions.
- The Executive Board acts for ALA between Council Meetings.
- There are 186 Council members:
  - 100 Councilors-at-Large
  - 53 Chapter Councilors (regional chapters do not have Councilors)
  - 11 Division Councilors
  - 12 Executive Board Members
  - 10 Round Table Councilors

Chapter Relations Committee
http://www.ala.org/groups/committees/ala/ala-crcc

- 11 member committee, plus 2 interns; founded on January 11, 1967
- To develop and recognize chapters as integral components of ALA
- To encourage discussion, activities and programs that support the mutual interests of ALA and the chapters.
- To advise when requested on proposals and actions of other ALA units that may affect chapters.
- To provide a forum wherein chapters can share ideas and concerns of common interest and identify common needs and goals.
- To communicate these chapter needs and goals to ALA and ALA goals, programs and priorities to the chapters.
- To encourage and maintain a cooperative and supportive relationship among ALA, its units, and the chapters.
- To formulate and review periodically requirements for chapter status.
- To serve as an advisory committee to the Chapter Relations Office.
Chapter Relations Committee

Susan L. Jennings (Chair, TN) Rachel M. Minkin (ACRL Representative, MI)
Steven K. Bowers (Member, MI) Brian A. Groene (LITA Representative, WY)
Melissa M. Brooks (Member, WV) Jason Kruse (RUSA Representative, IL)
Cynthia Czesak (Member, NJ) Jacqueline Marie Toce (ALCTS Representative, CT)
Ann Dutton Ewbank (Member, MT)
Terri L. Grief (Member, KY) Patty Wong (ALA Executive Board Liaison, CA)
Julee A. Hammer (Member, NE) Michael Dowling (Staff Liaison, IL)
Carey D. Hartmann (Member, WY) Don Wood (Staff Liaison, IL)
Jillian K. Hayes (Member, NY)
Patricia Hoffmann (Member, MD)
Amy Spence Lappin (Member, NH)
David Gilbert Schappert (Member, PA)
Steven Bailey (Intern, WA)
LaMoya Nicole Burks (Intern, TX)

Chapter Relations Office

Staff – Director (1/2) and Program Officer; founded on June 28, 1979

- Promotes a sense of identification between the national Association and the 57 ALA Chapters.
- Facilitates communication between the Chapters and all ALA units.
- Coordinates leadership development for Chapter officers, Chapter Councilors, chief paid staff members, and other Chapter leaders.
- Strengthens membership promotion activities for ALA and the Chapters.
- Coordinates the ALA Student Chapters and the ALA Students to Staff programs.
- Helps raise awareness of and sensitivity to Chapter needs throughout the ALA.
- The Chapter Relations Committee serves as an advisory committee to the Chapter Relations Office.

ALA Offices

- Chapter Relations Office (CRO)
- Development Office
- International Relations Office (IRO)
- Office for Accreditation
- Office for Diversity, Literacy, and Outreach Services (ODLOS)
- Office for Human Resource Development and Recruitment (HRDR)
- Office for Intellectual Freedom (IFP)
- Office for Library Advocacy (OLA)
- Office for Research and Evaluation
- Office of ALA Governance
- Public Awareness Office (PAO)
- Public Programs Office
- Washington Office (Public Policy)
Advocacy Bootcamps

<table>
<thead>
<tr>
<th>Texas Library Association</th>
<th>ALA Midwinter Meeting-February</th>
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<tr>
<td>Florida Library Association</td>
<td>* Advocacy Bootcamp</td>
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<td>Utah Library Association</td>
<td>Recruit &amp; Rally (Train-the-Trainer)</td>
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<td>Massachusetts Library Association</td>
<td>MINN Library Association Trustees-February</td>
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<td>Kentucky Library Association*</td>
<td>Washington Library Association-February</td>
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<td>Idaho Library Association (2)*</td>
<td>New Hampshire Library Association-March (tentative)</td>
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<td>South Carolina Library Association*</td>
<td>Tennessee Library Association-April (tentative)</td>
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<td>New Mexico Library Association*</td>
<td>Montana Library Association-April</td>
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<td>California Library Association*</td>
<td>Maryland/Delaware Library Association-May</td>
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<td>North Carolina School Library Association-October (tentative)</td>
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<td>North Dakota Library Association-October</td>
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ALA Divisions

- American Association of School Librarians (AASL) - AASL Affiliates
- Assn. for Library Collections and Technical Services (ALCTS)
- Assn. for Library Service to Children (ALSC)
- Assn. of College & Research Libraries (ACRL) - ACRL Chapters
- Assn. of Specialized & Cooperative Library Agencies (ASCLA)
- Library & Information Technology Assn. (LITA)
- Library Leadership & Management Assn. (LLAMA)
- Public Library Assn. (PLA)
- Reference & User Services Assn., (RUSA)
- United for Libraries (Trustees, Friends, Foundations)
- Young Adult Library Services Assn., (YALSA)

United for Libraries: Association of Library Trustees, Advocates, Friends, and Foundations
www.ala.org/united
Chapter Councilors

❑ Each State, DC, Guam and U.S. Virgin Islands has a councilor on ALA Council.

❑ Three-year terms as all other Councilors. Chapters create own selection process. Must be an ALA member.

❑ The Chapter Relations Office provides a webpage of resources for the Chapter Councilor, http://bit.ly/1Jr0vbm that includes information to prepare them to serve.

❑ CRC and CRO will provide an Orientation for New Chapter Councilors at Midwinter. This is available to review by all Councilors at Midwinter. See Webinars presented by CRC, http://bit.ly/1hjteSx.

❑ Chapter Councilors have specific duties for ALA, including helping complete the annual State of the Chapter Annual Report, http://www.ala.org/groups/all-state-chapter-reports, promoting ALA at other associations' annual conferences, providing information on new Chapter Leaders, Chapter Conferences.

What Every Councilor and You Should Know!

❑ His or her responsibility

❑ Your responsibility

How Does Your Chapter Councilor Connect and Interact with your Chapter?

Communications
Best Practices:
Who knows what? How will you communicate? What will you pass on to others?

- Chapter President/Vice-President
- Chapter Councilor
- Chapter Board
- Chapter Members
- ALA Chapter Office

Communications: Chapters to Chapters

ALACRO-L Discussion List alacro-l@lists.ala.org

Subscribers are chapter leaders (presidents, executive directors and staff, chapter councils), members of the Chapter Relations Committee, CRO staff, and some other ALA staff. ALA press releases are sent once a week to the list.

ALACRO-L is where you can post questions to other Chapters about issues you are having. See Chapter Issues http://bit.ly/2vQ07TH.

- Membership Management Software
- Chapter Management (Staff or Management Company)
- Conflict of Interest Policies and Statements
- Model Letters or Resolutions in Response to Issues Affecting Chapters
- Tax Status and Lobbying

Communications: ALA Activities to Chapters

AL Direct https://americanlibrarianmagazine.org/al-direct

ALAL Washington Office District Dispatch http://www.districtdispatch.org

Intellectual Freedom Blog
ALAL Intellectual Freedom Blog http://www.ifj.ala.org

Additional Discussion Lists

- AL Direct
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Chapters and ALA Annual and Midwinter Conferences

The **Chapter Leaders Forum** [http://bit.ly/19pvCr7](http://bit.ly/19pvCr7) presented by the ALA Chapter Relations Committee and Chapter Relations Office at each ALA Midwinter and Annual provides a great opportunity for you, as Chapter Leaders (especially incoming leaders), to meet together and discuss topics of interest.

- The forum provides presentations and discussion on topics to help prepare you to lead your association.
- The forum is a separate ticketed event at both the Midwinter Meeting and the Annual Conference. Registration is $80 for ALA members and for non-members.

**Chapter Relations Committee** [http://bit.ly/2qPG5W3](http://bit.ly/2qPG5W3) meets at the Midwinter Meeting and Annual Conference on Saturday and Monday, 1:00-2:30 p.m.

For additional Chapters-related meetings and events, see [Select ALA Midwinter Meeting and Annual Conference Schedule for Chapters](http://bit.ly/2zJrAbL)

- Host State Chapter receives 2 complimentary registrations and other opportunities (can present a preconference, sell products at ALA Store)
- Contiguous Chapters receive one complimentary registration

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Advocacy

- ALA has several locations on the website for advocacy information, training, and assistance.
- Find the information that is right for you:
  - Office for Library Advocacy [http://www.ala.org/offices/ola](http://www.ala.org/offices/ola)
  - Public Awareness Office [http://www.ala.org/offices/pao](http://www.ala.org/offices/pao)
  - ALA Washington Office [http://www.ala.org/offices/wo](http://www.ala.org/offices/wo)
  - "I Love Libraries" [http://www.ilovelibraries.org](http://www.ilovelibraries.org)
How Can ALA Assist You with a State or Local Crisis?

State Legislative Challenges, Funding, Censorship, Local issues

ALA has established a “Protocol for Monitoring and Responding to State and Local Library Crises” found at [http://www.ala.org/aboutala/offices/advocacy-resources/chapters](http://www.ala.org/aboutala/offices/advocacy-resources/chapters)

- The goal of ALA’s involvement is to advance the advocacy efforts of the library and/or the appropriate state-level library organizations.
- ALA can only become involved when its efforts are welcomed by and coordinated with the library and/or the state-level library organization.
- “Crisis Team” facilitated by the Office for Library Advocacy (OLA) and works in coordination with the Chapter Relations Office, the Office for Intellectual Freedom, the Public Awareness Office, the Governance Office, the Office for Government Relations, United for Libraries, and American Libraries. ALA Divisions are consulted as appropriate to the situation.

Office for Library Advocacy (OLA) Assists Chapters with State and Local Advocacy Efforts – July 2016- June 2017

OLA Advocacy Assistance since 7-1-2017

Since July 1, OLA has received approximately 40 requests for assistance.

Of those, just under 20 remain open.

Major trends are continued cuts in schools and threats to public funding, as well as increased efforts towards privatization.

A detailed report will be shared at ALA Midwinter (will send to ALACRO-L)
ALA Provides Engage (and Capwiz) Software For State and Local Advocacy

- More than 9,000 library activists in New York State contacted their legislators in 2017, twice as many as 2016 through NYLA’s Online Advocacy Center.
- Many legislators reported receiving more messages through Engage than other advocacy efforts, but that other issues might be more effectively communicated.
- State Library Aid for FY2017-18 ended up at $95.6M, a $4 million increase over what Governor Cuomo proposed in his Executive Budget. This is the highest total appropriation for State Library Aid since FY2008-09.

How Engage Works

- ALA provides each state Chapter one state level site that can also be used for local level efforts by state association.
- ALA’s contribution for Chapter access is over $50,000 a year.

Nebraska Library Association use of Engage

- NLA used Engage to communicate with members regarding opposition to a specific bill (LB 969), which would have changed all public library boards in Nebraska to advisory boards.
Learning from Other Chapters Through ALA

The Office for Library Advocacy and the Chapter Relations Office partner to organize Chapter Advocacy Exchange webinars on various subjects of interest to chapters. These are recorded and bookmarked on the ALA website.

Resources

ALA Resources at Chapter Conferences

- ALA President, President-elect, Executive Director able to present at Chapter Conference. Invitations can be sent directly to ALA leader or through Chapter Relations Office. (ALA covers airfare, but hope Chapters can cover hotel)
- Other ALA staff (Washington Office, Center for Futures, etc. available) expense coverage discussed with each)
- Possible ALA or Division workshops such as Advocacy Bootcamp. expense coverage discussed with each)
- Chapter Relations Office (CRO) participation expenses covered by CRO)
- ALA table or booth coordinated by Chapter Councilor with CRO
CRO Home Page: Everything You Always Wanted to Know All in One Place!

Bookmark the CRO Home Page
http://www.ala.org/cro

- CRO Answers
  http://www.ala.org/offices/cro-answers
- Chapter Answers
- Chapter Councillor Answers
  http://bit.ly/2p4Uz8h
- The ALA and Chapters Partnership
  http://bit.ly/2g4xk0F
- Chapter Presidents and Presidents-Elect: Select Information
- Helping United States Libraries After Disasters
  http://bit.ly/1mljlvx

Find Other Chapter Contacts

- State and Regional
  Chapter Directory
  http://bit.ly/yrEExG

Team Library Association

- State of the Chapter Annual Report
  http://www.ala.org/aboutala/all-state-chapter-reports
  - Budgets (Revenue and Expenses)
  - Membership Numbers
  - Annual Conference Numbers
  - Chapter Councillor responsible for ensuring completed, but can be input by others
  - Five years of data now collected and plan to now survey every other year (will skip this year)
  - Other survey questions possible in off years
Can’t Locate a Resource or Want Another One?

Can’t find some information or a resource you’re looking for, or if you would like to suggest a resource to be located on the CRO website? Please contact me at dwood@ala.org, 1-312-280-2429.

Thanks for Participating in the Chapter Leader Orientation Webinar!

It has been our pleasure to orient you to the partnership of ALA and Chapters. We look forward to seeing you at the next Conference and Chapter Relations meetings!

Please let us know whether something is missing or you need special help!

Susan, Julie, Michael, and Don