Welcome to “Chapter Leader Orientation Webinar”

Audio Setup Wizard

Go to the “Menu” section in the top tool bar, click on Meeting, and select “Audio Setup Wizard” to test your sound. This will take you through a series of prompts that you should follow to make sure your sound is working correctly.

Participants

Session participants are listed in the first pod on the right-hand side of your screen. You should see yourself as a participant.

Chat

The chat box is the second pod on the right of your screen; this can be used for communicating with session participants by typing into the formatted field and selecting the “send” button for desirable output.

Connection Status

Left click the green vertical bar in the upper right-hand corner just once. Wait a few seconds for your connection status to appear. If your status indicates you have a bad connection, the problem is on your site, not on ALA’s.

The ALA and Chapters Partnership

New Chapter Leader Orientation

Chapter Relations Office
Chapter Relations Committee
July 2018

Your Webinar Presenters:

Julius C. Jefferson, Jr.
Chair, Chapter Relations Committee
Past President, District of Columbia Library Association
Library of Congress/Congressional Research Service
Washington, DC
jcjeffersonjr@gmail.com
202-707-5593

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

Don Wood, Program Officer
Chapter Relations Office
dwood@ala.org
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Julee A. Hammer
Recent member, Chapter Relations Committee
Past President, Nebraska Library Association
Assistant Library Director
Lincoln City Libraries
JHammer@lincoln.ne.gov
402-441-8511

Ben Hunter
Former Chair, Chapter Relations Committee
Past President, Idaho Library Association
Chapter Councilor, Idaho Library Association
Interim Dean of Library Services
University of Idaho
bhunter@uidaho.edu
208-885-5858
Structure

Chapter Relations Committee

http://www.ala.org/groups/committees/ala/ala-crc

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

Julius C. Jefferson, Jr. (Chair, DC)
Jennifer A. Alvino (Member, ME)
Steven K. Bowers (Member, MI)
Cynthia Czesak (Member, NJ)
Ann Dutton Ewbank (Member, MT)
Jillian K. Hayes (Member, NY)
Susan L. Jennings (Member, TN)
Amy Spence Lappin (Member, NH)
LaMoya Nicole Burks (Intern, TX)
Pinky Harriott (Intern, SC)

ACRL Representative, TBA
Brian A. Greene (LITA Representative, WY)
RUSA Representative, TBA
ALCTS Representative TBA
Don Wood (Staff Liaison, IL)

Chapter Relations Committee

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 Southeastern 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 joint 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.
How Many ALA Members Are in Your State

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<th>State</th>
<th>Members</th>
<th>Chapter Members</th>
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<td>Wyoming</td>
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</tbody>
</table>

Not all ALA members are Chapter members and vice versa


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.

Chapters and National Initiatives

- Banned Books Week
- Teen Read Week
- Choose Privacy Week
- Preservation Week
- International Games Week
- Library Card Sign-up Month
- National Library Week
- Library Snapshot Day
- Money Smart Week

The American Library Association is sharing free Libraries Transform public awareness tools specifically for ALA state chapters in order to facilitate library advocates’ vital work at the state level.

These tools include customizable Because statement graphics and Libraries Transform logos for each state as well as promotional ideas and best practices.

The toolkit allows chapters and their members to take advantage of the Libraries Transform messaging and brand while tailoring the materials to suit local issues and needs.

ALA and Chapters and Memberships

- Not all ALA members are Chapter members and vice versa
- 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.

Libraries Transform State Chapters Toolkit

Sign up at [http://ilovelibraries.org/librariestransform/state-chapters-toolkit](http://ilovelibraries.org/librariestransform/state-chapters-toolkit) (you need to create a login and password)
ALA 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.
- 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 Counselor with CRO

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

ALA Council

- 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 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 Councilors to prepare them for their duties. See http://bit.ly/1Jr0vbm
- CRC and CRO will provide an Orientation for new Chapter Councilors in the fall. This is in addition to orientation for all Councilors held at Midwinter. See http://bit.ly/1hjteSx.
- Chapter Councilors have specific duties for ALA, including helping complete the State of the Chapter Annual Report (http://www.ala.org/groups/all-state-chapter-reports).

What Every Councilor and You Should Know!

- His or her responsibility
- Your responsibility

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

Chapter Relations Office

- Staff – Director (1/2) and Program Officer; founded 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)
- Communication and Marketing Office (CMO, formerly PAO)
- 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 (OIF)
- Office for Library Advocacy (OLA)
- Office for Research and Evaluation
- Office of ALA Governance
- Public Programs Office
- Washington Office (Public Policy)
Communications & Marketing Office

The Communications & Marketing Office manages the public awareness efforts of the association through the Libraries Transform Campaign, delivering key messages to external audiences about the value of libraries and library professionals. CMO also communicates ALA’s key messages through media relations and crisis communications, and offers public relations counsel and editorial services. Tools are also developed and shared with librarians to help advance ALA’s strategic directions. Works with the ALA Public Awareness Committee.

Lindsey Simon
Campaign Coordinator
(312) 280-2148
lsimon@ala.org

Libraries Transform Campaign

Sign up at http://ilovelibraries.org/librariestransform/state-chapter-toolkit (you need to create a log in and password).

For each state, several versions of the Libraries Transform logo are available, with a range of options for file type, color scheme, and phrasing (e.g. “Libraries Transform Maryland” versus “Maryland Libraries Transform”). The Resources section above has information highlighting how to get started using your state’s logo.

Some of the most popular Because statements from the Libraries Transform campaign—are available with a blank space to insert your chapter's state logo.

A variety of templates (e.g., print, Twitter, Facebook) can be customized to include your state’s Libraries Transform logo as well as any Because statement you can come up with.

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)
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 councilors), members of the Chapter Relations Committee, CFO 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/20551IV

- 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

Additional Discussion Lists

- AL Direct: https://americanlibrariesmagazine.org/al-direct/
- ALA Washington Office District Dispatch: http://www.districtdispatch.org/

- Additional Discussion Lists
  - Chapcoun: The 'Chapcoun' list is only for Chapter Councilors. The messages sent to this list relate to ALA Council activity, meetings of the Chapter Councilors at meetings.
  - Chapterleadersforum: The 'chapterleadersforum' list is for registrants for the Chapter Leaders Forum.
  - Chapters-engage: CRO provides assistance to Chapters by helping them develop and maintain their own advocacy "take action" websites (powered by Engage), which allow their members to contact state and federal legislators. Chapter advocacy representatives are subscribed to this list.
  - CRC: This is the e-list for the Chapter Relations Committee.
  - ICLAE: This e-list is for the International Council of Library Association Executives (ICLAE). ICLAE members are the Chapter executive directors or other Chapter managers and administrators.
  - Stuchapt: This e-list is for the Student Chapter leaders and advisors. Chapters and the CRC can send messages to CRO to send to this e-list.

Chapters and ALA Annual and Midwinter Conferences

The Chapter Leaders Forum [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] 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).
- Continuation Chapters receive one complimentary registration.

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].

- 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 Communication & Marketing Office, the Governance Office, the Office for Government Relations, United for Libraries, and American Libraries. ALA Divisions are consulted as appropriate to the situation.
The Office for Library Advocacy

The Office for Library Advocacy (OLA) supports the efforts of advocates seeking to improve libraries of all types by developing resources, a peer-to-peer advocacy network, and training for advocates at the local, state and national level. In order to achieve this goal, OLA works closely with the Public Awareness Office, the Chapter Relations Office, the Office for Government Relations, and other ALA units involved in advocacy on behalf of particular types of libraries or particular issues, in order to help better integrate these efforts into the overall advocacy planning and strategies of the association. OLA also works to cultivate future leadership in order to sustain the advocacy efforts of the association.

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jfalcon@ala.org

Megan Murray Cusick
Grassroots Specialist
312.280.2431; 800.545.2433, ext. 2431
mcusick@ala.org

Marci Merola
Director
312.280.2431; 800.545.2433, ext. 2431
merola@ala.org

Office for Library Advocacy: State & Local Advocacy Efforts Summary

From January through June 15, 2018 OLA received 46 new inquiries and continued work on 19 others.

With school budget season during this period, the number of inquiries regarding school libraries tripled over the previous six months.

Cuts to public libraries and privatization efforts continue to be issues of focus.

Office for Library Advocacy: State & Local Advocacy Efforts Summary

January 1 – June 15, 2018

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With school budget season during this period, the number of inquiries regarding school libraries tripled over the previous six months.

Cuts to public libraries and privatization efforts continue to be issues of focus.

Type of Library Impacted

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Issues

By State

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<td>Find the information that is right for you</td>
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<td>Advocate Resources for Chapters</td>
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<td><a href="http://www.ala.org/aboutala/offices/ola">http://www.ala.org/aboutala/offices/ola</a></td>
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Advocacy Bootcamps, Presented by Office for Library Advocacy and Office for Intellectual Freedom
http://www.ala.org/advocacy/advocacy-bootcamp

Trainings in 2017

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<td>Utah Library Association</td>
<td>Recruit &amp; Rally (Train the Trainer)</td>
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The ALA Washington Office

The Washington Office is charged with following and influencing legislation, policy and regulatory issues of importance to the library field and its public. The Washington Office works to ensure that libraries are consistently involved in the legislative and policy decision-making processes by informing government at the local, state, and federal levels. The Washington Office provides library advocates with up-to-date information on government actions or proposals, building coalitions with Washington-based representatives of other groups with similar concerns, and developing grassroots networks to lobby legislators and further legislative initiatives.

Kathi Kromer, MA
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Lisa Lindle
Manager, Grassroots/Advocacy Outreach
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Emily Wagner, MSLIS
Assistant Director, Knowledge Management
ewagner@alawash.org

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 last year, and three times as many as 2014) through NYLA's Online Advocacy Center.
- ALA provides each state a dedicated state level site that can also be used for local level efforts by state association.
- ALA's contribution for Chapter access is over $30,000 a year

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 $30,000 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

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

- CRO Answers
  http://www.ala.org/offices/cro-answers
- Chapter Answers
  http://bit.ly/2Qy3X4Q
- Chapter Councilor Answers
  http://bit.ly/2QyGq7n
- the ALA and Chapters Partnership
  http://bit.ly/2QyGqTt
- Chapter Presidents and Presidents-Elect: Select Information
  http://bit.ly/2QyGq7t
- Helping United States Libraries After Disasters
  http://bit.ly/2QyGqTt

CRO Home Page: Look Here First for Information, Resources, and Answers!
Find Other Chapter Contacts

ALA Chapters Directory
http://bit.ly/1BxEcxG

Note: Personal e-mail addresses no longer appear in the directory. We request them to subscribe Chapter leaders to appropriate business lists and for direct communication. See ALA’s privacy policy, http://www.ala.org/privacy-policy

State of the Chapter Annual Report
http://www.ala.org/advocacy/adsvleg/statelocalefforts

❑ Budgets (Revenue and Expenses)
❑ Membership Numbers
❑ Annual Conference Numbers
❑ Chapter Councilor 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 ALA and Chapters partnership. We look forward to seeing you at the Midwinter Meeting in Seattle, hopefully at the Chapter Leaders Forum and Chapter Relations Committee meetings!

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

Julius, Julee, Ben, Michael, and Don

We’ll be happy to answer questions through chat now or write us directly after today’s webinar.

Recording and slides will be available at http://www.ala.org/aboutala/offices/cro/projectsandactivities/crowebinars.