TO: ALA Council  
FROM: Ed McBride, United for Libraries President  
DATE: June 3, 2016  
SUBJ: Division President’s Report to Council

Board Recruitment: Over the last year our Executive Director, Sally Gardner Reed and I have been actively recruiting corporate Board Members to help us raise awareness about United for Libraries and the role our library vendor community can plan in supporting library trustees, friends and foundations and at the same time become library advocates. We have been able to secure $85,000 in corporate pledges and memberships and have set a goal of $125,000 over the next two years. This is an important way for this group to participate in ALA and to make a valuable contribution through their expertise and knowledge. This is one of my presidential initiatives because it is how I became involved in United for Libraries and as our Board Members begin to leave office we must identify the next group that will serve and represent the Division.

ALA Division Partnerships: President-elect Susan Schmidt along with United for Libraries staff and I have been reaching out to other ALA Divisions, Committees and Task Forces asking if there is a place for United for Libraries members. United for Libraries represents some of the strongest library advocates in the country and their commitment to libraries and transforming libraries in their communities could be beneficial to these groups looking for a community voice. This initiative will be the foundation for Susan’s presidency but this year the team began to identify positions and networking with the appropriate Divisional leadership.

New Initiatives: United’s newsletter, “The Voice for America’s Libraries” went digital for the summer edition. In addition, a new digital eblast called, “News You Can Use” has been distributed to members in the months in between the bimonthly paper editions with great approbation from our members.

The Board of United has begun planning for a Branding campaign with a launch date planned for fall 2016. It is felt that with the merger between ALTA and FOLUA along with two subsequent name changes a campaign of this sort is needed to reintroduce United for Libraries to the library community and beyond. Focus groups during the PLA conference along with planning sessions at both midwinter and annual conferences 2016 are underway.

Corporate Sponsorship Task Force: A corporate sponsorship task force has been developed and has begun their work to increase the number of sponsors who support our division and to increase the size of sponsorships from existing sponsors. The goal is to raise sponsorships from the existing $85,000 per year to $120,000 per year.

Statewide Membership: This year United welcomed two new states to its statewide organizational membership – Texas and Michigan. In order to become compliant with ALA’s constitution and bylaws, United worked with Keith Michael Fiels and Ron Jankowski to develop a revenue share that will make each library in a statewide membership, members of ALA first as organizational members and then divisional members of United.

Horror Writers of America: United for Libraries welcomed the Horror Writers of America this year as corporate sponsors. This group has added over 3,000 new Authors for Libraries to our database of authors who pledge their support to libraries as speakers for libraries and advocates for libraries. The board of United will now work in 2016 and 2017 to bring other genre associations such as Romance writers and Mystery writers into the United fold.

Short Takes for Trustees: United launched this special series of ten short webcasts specially designed to be shown by directors at board meetings to help trustees understand and discuss various aspects of their roles. The series focuses on such topics as evaluating the library director, board ethics, library advocacy, working effectively with Friends, strategic planning, board self-evaluation, and more.