TO: ALA Executive Board

RE: Final Report of Chapter Relations Committee’s Subcommittee on Communications

ACTION REQUESTED/INFORMATION/REPORT:
Final Report of Chapter Relations Committee’s Subcommittee on Communications

REQUESTED BY:
Susan Schmidt, Chair, Chapter Relations Committee

CONTACT PERSON:
Susan Schmidt, sjssusan@gmail.com, 240-498-3297
Michael Dowling, mdowling@ala.org, 312-280-3200

DRAFT OF MOTION:
None

DATE: June 16, 2017

BACKGROUND:

At the Annual Conference in 2016, Orlando, a “Resolution Concerning the Role of Chapters in the American Library Association,” CD #40, was submitted to Council for consideration. The proposed resolution expressed concern around communication between ALA and Chapters on ALA activities when it relates to a specific Chapter, and lack of involvement of Chapters in the early of development of major ALA initiatives. President-elect Julie Todaro moved to create a working group that she would appoint after becoming president to address chapter engagement and communication. Council approved the motion to create a working group instead of taking up the resolution.

After discussion in fall 2016 it was decided that the working group would be a subcommittee under the Chapter Relations Committee. A charge was created for the Subcommittee and President Todaro appointed committee members in November 2016. President Todaro asked that an Interim Progress Report be provided at the Spring Board Meeting and a final report at Annual 2017.

ATTACHMENT

Final Report of Chapter Relations Committee’s Subcommittee on Communications
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June 16, 2017

This final report provides an update on implementation of recommendations from the Interim Report (EB 10.5 2016-2017) that was provided to the ALA Executive Board at the Spring Board Meeting. *Updates are listed in italics, including recommendations that have been implemented since the spring report.*

Background

At the Annual Conference in 2016, Orlando, a “Resolution Concerning the Role of Chapters in the American Library Association,” CD #40, was submitted to Council for consideration. The proposed resolution expressed concern around communication between ALA and Chapters on ALA activities when it relates to a specific Chapter, and lack of involvement of Chapters in the early development of major ALA initiatives. President-elect Julie Todaro moved to create a working group that she would appoint after becoming president to address chapter engagement and communication. Council approved the motion to create a working group instead of taking up the resolution.

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Charge

To identify potential solutions to improve chapter engagement by:

- exploring the roles for chapters in national ALA efforts,
- understanding the roles for ALA in Chapter efforts, and
- improving the communication between ALA and its Chapters.

Subcommittee Members

Susan Schmidt (Maryland)
Steven Bailey (Washington)
Gloria Creed-Dikeogu (Kansas)
Cynthia Czesak (New Jersey)
Julee Hector (Nebraska)
Carol Hanan (Arkansas)
Ben Hunter (Idaho)
Jeremy Johannesen (New York)
Dale McNeill (Texas)
Lisa Varga (Virginia)
Gina A. Persichini (ALA Executive Board)
Keith Michael Fiels (ALA)
Michael Dowling (ALA)
Don Wood (ALA)

Subcommittee Activities from December 2016 to March 2017

December

- Reviewed previous reports, plans, and surveys related to the ALA Chapter Partnership focusing on communication, including:
  - ALA Policies Related to Chapters
  - 2010-2011 Task Force Report
  - Survey: ALA Communication with Chapters
    http://connect.ala.org/files/CRCsurveySummary.docx
  - Chapter Relations Committee, 2015: A Strategic Plan:
    http://connect.ala.org/files/CRC%20Strategic%20Plan%202015%20Red.docx

January

- Conference Call prior to Midwinter to prepare questions to solicit feedback during Midwinter Conference
- Requested Chapter Executive Directors (ICLAE) to survey members before Midwinter Conference
  - ICLAE Members Chapter Survey:
- Midwinter Conference - Gathered feedback at Chapter Leaders Forum, Chapter Relations Committee, Chapter Councilor Forum:
  http://connect.ala.org/files/Chapter%20Relations%20Subcommittee%20on%20Communications%20-%20Notes%20from%20Poster%20Exercises.docx

February

- Sent survey to Chapters without Executive Directors
- Committee set up five mini-committees to discuss in relation to the charge
  - Combining Task Force Reports, Poster Questions, Misc. Surveys
  - Review Liaisons and Representatives to ALA Committees and Divisions
  - Orientation for Councilors and Chapter Leaders
  - Resources for Chapters on ALA Site
• Relationship of Chapters to ALA

March

• Mini committees met, with some connecting with other ALA units to gather information or discuss opportunities

• Subcommittee met with a conference call to discuss opportunities for action; confirmed recommendation to move ahead on some recommendations, with others still needing further discussion

April

• Several members of Subcommittee and CRO discussed (in individual conversations) issues of concern and action items

• Outcomes and timing were deliberated and laid on the table for further consideration

May

• CRC members selected to participate in new joint Libraries Transform Committee

• Immediate appointments were made to Committee on Legislation Subcommittee on Grassroots Advocacy and Committee on Legislation

• Developed New Chapter Leader’s Orientation Webinar

June

• Final recommendations were drafted by CRO and sent to Subcommittee for consideration.

• Communicated with CRC Subcommittee and Committee Members regarding final report
Subcommittee Recommendations

This final report provides an update on implementation of recommendations from the Interim Report (EB 10.5 2016-2017) that was provided to the ALA Executive Board at the Spring Board Meeting. *Updates are listed in italics, including recommendations that have been implemented since the spring report.*

Roles for Chapters in National ALA Efforts

1. *Created a joint subcommittee of the ALA Public Awareness Committee and Chapter Relations Committee with three members from each that will work on state and regional participation in the “Libraries Transform” campaign. Initial meeting will take place via conference call on June 20.*

2. *Reviewed liaisons and connections between the Chapter Relations Committee and other ALA Committees such as Committee on Legislation, Intellectual Freedom Committee. CRC representative being added to COL Grassroots Committee.*

Roles for ALA in Chapter Efforts

1. Enrich the “Chapter Leaders Forum” (presented by the Chapter Relations Committee and Chapter Relations Office at each ALA Midwinter and Annual Conference, and provides an opportunity for chapter leaders to meet and discuss topics of interest. The Forum presents a full agenda on a variety of topics to help association leadership). The Forum will continue during Annual and Midwinter Conferences.

2. Continue support of Advocacy software system to help Chapters advocate at the state and local levels.


4. Initiate “Strong Library Association” Webinars in July 2017 (Develop webinars for state library associations with and without an Executive Director; focus on sharing best practices such as member recruitment, conference development, etc.) [http://www.ala.org/advocacy/chapter-advocacy-exchange](http://www.ala.org/advocacy/chapter-advocacy-exchange)

Improve the Communication Between ALA and its Chapters
1. Developed a “Chapter President-elect ALA Welcome Package” which was sent to new presidents-elects beginning in May.

2. Initiated “New Chapter Leader Orientation Webinar” on June 8. Twenty-five new chapter leaders participated in webinar on the ALA Chapter Partnership which focused on structure, communication, advocacy, and resources. Next iteration will be in December for those new chapter leaders ascending after the fall conferences.

3. Ongoing participation in Council Orientation during Annual and Midwinter Conferences with an emphasis on new Chapter Councilors

4. Renew “Chapter Councilor Webinar”
   (A Chapter Councilor Webinar was hosted for several years by Joseph Eagan (Council Orientation) and Gina Persichini (ALA Executive Board); new presenters will be recruited; launch schedule beginning October 2017

5. Two programs at ALA Annual 2017:
   b. “Partnerships to Strengthen School Libraries” with AASL and OLA

6. Project State Ecosystems (ALA Chapters & AASL Affiliates Unite!) AASL, CRO, and OLA will work together to develop a more collaborative relationship and stronger coalition between ALA Chapters and AASL Affiliates

7. Retain the Chapter Relations Committee Subcommittee on Communications following the June 2017 Annual Conference. Will become a standing committee of CRC.