

Sari Feldman **Proposed President Budget Allocation 2015-2016**

My presidential term will be focused on the theme of *The Library Profession Transformed*. The notion of “transformation” is informed by the transformations already taking place within library organizations and the rapidly transforming global landscape.

The platform of *transform* has four key objectives:

1. **One ALA:** Create a more inclusive ALA and use the power of the Association to advocate for greater support for critical library issues.
2. **Change Management:** Drive positive cultural change in libraries across the country through training and organizational development support.
3. **Recruitment:** Increase diversity of talent within the library profession by communicating the creative and innovative aspects of library careers.
4. **Stakeholder Engagement:** Re-inspire our members and increase commitment to the ALA Strategic plan, most specifically as it relates to advocacy efforts.

We will develop and deliver a marketing communications campaign to support the four objectives. The campaign will refresh the image of the library profession to support professional recruitment and energize tenured professionals. The campaign will also elevate awareness of contemporary library work to advance ALA’s advocacy and information policy agenda. The messaging from the campaign can be utilized by libraries and library supporters to advance a local, state and national agenda.

Timetable

- January 2015: Gather feedback from ALA members about messages and themes for a marketing campaign.
- February 2015: Engage marketing agency in design and development of campaign plan.
- March-May 2015: Develop visual identity, messaging and communications plan.
- June 2015: Launch communications campaign.
- July 2015-June 2016: Campaign implementation.

Online Training

Today's library organization must be nimble, creative, customer-focused and – above all – embrace learning. For many organizations, the opportunity exists to strengthen these qualities and more fully integrate them into the library culture. We need to advance change management efforts in library systems across the country because the transformed library (be it a public library, academic library, school library, or special collection library) requires thoughtful and deliberate culture change.

I will work collaboratively with the ALA Executive Director to ensure that there is a strong proposal for content development and an effective integration of the online tool or course development into ALA's offerings.

Recruitment and support for targeted events

As the library profession transforms to respond to an increasingly high tech/high touch environment, the talents and skills embodied by all library professionals are necessarily changing. In order to recruit a more diverse and creative workforce and to create a pipeline of new talent, I will work with the ALA Executive Director to pilot a training and recruitment series to assess the impact of participation in college and career events.

These recruitment events will be an extension of the overall campaign, *The Library Profession Transformed*, and ALA advocacy efforts. The focus will be on communicating messages about the transformed and transforming nature of library work to a more diverse population. It will define the value of ALA and membership in this transformed library environment. Funds will be used for training recruiters, supporting attendance at recruitment events, and marketing materials.

Stakeholder Engagement and One ALA

Both the internal and the external communications campaign must recognize that transformation is universal, happening in all libraries and all aspects of library work. Utilizing this focus on the library professional should strengthen our understanding and capacity to impact our advocacy efforts through the power of the entire organization. All aspects of the communications investment will focus on internal and external stakeholders and reinforce the One ALA.

Budget Breakdown for Presidential Initiative

Revenue:

\$15,000	(ALA Administrative support for ALA President)
\$20,000	(ALA Contingency – strengthening advocacy through communications campaign as part of strategic plan for advocacy)
\$50,000	(Contribution)*
\$75,000	(ALA Presidential Budget Allocation)
\$160,000	Total

Expenditures:

\$15,000	Speakers for 2016 Mid-Winter and Annual
\$ 5,000	Unallocated
\$25,000	Online training tool for library change management
\$15,000	Training for library recruitment and support for targeted events
\$100,000	Campaign implementation
\$160,000	Total

*Overdrive has committed \$50,000 each year for two years (2015 and 2016) for the development and implementation of *The Library Profession Transformed*. The first \$50,000 will be used to develop the marketing plan in 2015.