2nd Annual Report of Librarians Build Communities
A Membership Initiative Group of the American Library Association

August 1, 2015

Project Summary

Librarians Build Communities, a Membership Initiative Group (LBC MIG) of the American Library Association (ALA) was chartered in the spring of 2014 as part of the project completed by Team F of the 2014 Emerging Leaders team members; this fulfilled one of Team F’s primary goals, to create a solid organizational structure within ALA for Librarians Build Communities. In its presentation to sponsoring organization ALA’s Chapter Relations Office, original Team F members (Sara Zettervall, Brian Hart, Lynette Roberson, Aaron LaFromboise, Morgan Sohl, and Lindsey Taggart) transitioned into the LBC MIG Leadership Team, and committed to continue to work together to support LBC through its initial three-year MIG cycle.

LBC accomplishments included promotion of the MIG at the 2014 Tribal College Librarians Institute and 2014 Texas Library Association Annual Conference; updating the LBC website and, with the assistance of the Chapter Relations Office, migrating it to its new domain within ALA at www.ala.org/groups/lbc; and increasing LBC’s social media presence to effectively market and promote relevant news and volunteering events. The year’s events culminated in a successful poster session presentation, a Networking Uncommons session, and a champagne social during ALA’s 2014 Annual Conference (ALAAC14). Team members met via Skype in July 2014 for a post-ALAAC14 debriefing and to develop short- and long-range goals to continue to move the LBC MIG forward. The LBC MIG’s development was detailed in Team F’s Final Report for Emerging Leaders and in the MIG’s Initial Report submitted to ALA’s Committee on Organization in August 2014.

Status Summary

LBC MIG actions continue to be guided by LBC’s overall philosophy and a desire to build on the momentum gained throughout the previous year. As expressed by LBC’s ALA staff liaison Don Wood: “LBC was established to provide library workers with information about skills-based volunteering so that they can plan and carry out volunteer programs benefiting libraries and other social service organizations in communities that can benefit from organized, targeted volunteer events.”

In support of these goals, members of the LBC MIG moved forward with and accomplished several tasks for 2014-2015:

- Nine visitors signed up to receive more information about Librarians Build Communities during the ALAAC14 poster session, and in August Sara Zettervall contacted them via email to invite them to the September 3, 2014 “town hall” style Skype meeting to give more information on the LBC MIG. Member Sarah Preskitt subsequently joined.
Facebook was found to be the social network of choice for marketing LBC programs and events due to its far reach, ease of use, and immediacy (https://www.facebook.com/LibrariansBuildCommunities). Also in September, members Lynette Roberson and Aaron LaFromboise utilized this platform to highlight local library volunteering events within their communities:

Lynette Roberson worked with Rick Williamson and Luke Crosland of The Crosland Group, David Jobin, curator and director of The Stonewall National Museum and Archives in Ft. Lauderdale, FL, and Ron Radwanski, director of the ilume Gallerie to coordinate the acquisition of 6,000 books for the ilume® LGBT Collection at the Oak Lawn Branch of Dallas Public Library.

Aaron LaFromboise participated in a workshop on collection weeding as part of the 2014 Montana State Library Conference in Helena, MT. To illustrate how librarians’ skilled volunteering could be used to benefit libraries and other local organizations, she and other workshop attendees partnered with the Lewis and Clark Public Library in Helena to complete an on-site weeding project for LBC. In less than an hour, the group of 21 volunteers weeded five book trucks of items from the 900 section, a task that would have taken library staff a month to complete.

For the 2014 Missouri Library Association Conference in October, member Lindsey Taggart promoted Librarians Build Communities and signed up volunteers who assisted with packaging 1700 pounds of pasta for a local food bank.

In recognition of January being Blood Donation Month, Brian Hart, with the assistance of Don Wood, conference services coordinator Paul Graller, and LifeSource, organized a successful blood drive which took place during ALA’s 2015 Midwinter Meeting in Chicago, IL. The drive was heavily promoted via social media, and despite the inclement weather, 32 pints of life-saving blood were collected, well exceeding the anticipated minimum.

Planning for ALA’s 2015 Annual Conference in San Francisco began soon after the Midwinter Meeting’s conclusion; members continued to communicate regularly via Skype and email over the ensuing months to plan programs and events. Although the program submission deadline was missed to sponsor a larger volunteer event, a discussion group session was scheduled during ALAAC15 to introduce attendees to Librarians Build Communities, solicit new members, and garner feedback on proposed ideas for future programs and events.
Brian Hart created a PowerPoint presentation detailing the history of Librarians Build Communities and formation of the MIG, and during this meeting he, Sara Zettervall, Lynette Roberson, and Sarah Preskitt solicited feedback from attendees on ideas for charting the LBC MIG’s future course; attendees provided suggestions on what services and professional support they would like to see LBC provide, which included: developing a manual of best practices for community engagement to assist with outreach; monthly highlighting of librarians and libraries for outstanding community service via LBC’s social media platforms; transitioning the MIG into a Round Table; and seeking outside sponsorship, or collaborating/partnering with other organizations within ALA for short- and long-term projects, such as the creation of a librarian recognition award.

Staff liaison Don Woods researched and provided valuable insight into MIG operating guidelines, which assisted the LBC MIG team in planning its future activities and direction.

Future Actions

Future activities for the LBC MIG will continue to be governed by LBC’s guiding mission and philosophy. LBC MIG team members have the desire to grow the organization through increased visibility both publicly and within ALA; to accomplish these goals, the following steps are being actively undertaken:

- Continued promotion of LBC MIG activities across various digital platforms to maintain and increase visibility and participation.
- Exploring partnership and/or affiliation with other ALA organizations.
- Sponsorship of an LBC MIG award [the BRIC (Building Relationships and Impacting Communities) Award].
- Monthly highlighting of librarians and libraries for outstanding community service via LBC’s social media platforms, beginning in September 2015.
- LBC MIG members continue to actively plan programs and events for ALA’s 2016 Midwinter Meeting in Boston, MA, and for the 2016 Annual Conference in Orlando, FL, to commemorate the 10th anniversary of Librarians Build Communities. Events are also being planned for the 2017 Midwinter Meeting in Atlanta, GA and the 2017 Annual Conference in Chicago, IL. Programs will include discussion groups/panels, social events to spotlight BRIC nominees and recipients.

Respectfully submitted 08/01/2015 by Tezeno Lynette Roberson on behalf of the LBC MIG Leadership Team