

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, San Diego
January 7 – 11, 2011**

Topic: Conflict of Interest Guidelines for Partnering

Background: An ad-hoc Board committee was established at ALA Annual 2010 to explore the issue of the Board's role in sponsorships and partnerships. The committee submitted a report to the Executive Committee for its October meeting. Feedback from Executive Committee included a request for two main pieces: 1) Create a wiki space for the board so that everyone can add potential partner names, and 2) create a set of questions/answers or scenarios and guideline statements that depict conflict of interests issues that help board members handle sticky situations that may arise in their conversations with potential partners. An updated report from the ad-hoc committee is provided below.

Action Required: Discussion

2010 Ad Hoc Committee Amended Report and Requested Tasks

Submitted by Stephanie Squicciarini (Chair), Mary Hastler, and Jack Martin

Charge: Explore potential ways that the Board might participate in the recruitment and maintenance of sponsors and make a recommendation to the Board. Submit a preliminary report by Sept. 30 for the Executive Committee to review during their Oct. meeting. Based on feedback from the Executive Committee, submit a final report on Dec. 7th for the Board to consider for their Midwinter Meeting. *Following subsequent feedback from the Executive Committee, updated tasks are presented below.*

Wiki:

A page on the Board wiki was created for this, http://wikis.ala.org/yalsagroups/index.php/Board_of_Directors, under Board Member Responsibilities, Supporting Partnerships http://wikis.ala.org/yalsagroups/index.php/Supporting_Partnerships. Included are pertinent documents from previous discussions and helpful resources.

- In conjunction with the wiki, it is also recommended that Board development sessions dedicated to the topic of brainstorming/following-up with contacts made be scheduled.
- The Fiscal Officer and Executive Director create resources that all Board members can use when communicating with potential partners, including talking points and a sample email message (and updated regularly to include any changes to YALSA initiatives/goals and posted to Board wiki).

- YALSA Executive Director will update new/upcoming Initiatives and talking points as needed.

Sponsorships and Partnerships Guideline Statements/Conflict of Interest Statement for Partnering.:

YALSA Board Members have a critical role in identifying possible partners for the organization. The process of partner development is one responsibility of YALSA Board members and differs from fundraising. Partner development focuses on building relationships with others who share the values of YALSA and connect with the goals of the organization. It does not necessarily involve asking for money but is more focused on forging long-term relationships. This effort is one responsibility of Board members and YALSA's Executive Director. It is also the responsibility of the Board to provide oversight of the financial status of YALSA, including expanding and building new revenue streams when appropriate.

A key concept is that partner development is the responsibility of the entire Board and the role of an individual Board member is to identify potential partners, be a designated liaison (if appropriate), and foster long-term relationship building on behalf of YALSA.

Not all Board members will be comfortable with approaching organizations about partnerships, especially those that might involve a financial ask, and/or because of a possible conflict of interest or other justifiable reasons. For example, Board members may be prohibited by an employer stipulation or conflict of interest policy that prevents them from asking for sponsorships on behalf of another organization. In such a circumstance, another Board member may be asked to step in, in order to pursue a relationship with a potential partner.

Possible considerations when creating and discussing guidelines:

- Addressing conflicts of interest between Board responsibilities and day jobs
- Adding this to conflict of interest statement signed by Board members
- Adding this topic to Board development sessions
- Brainstorming other ways that Board members who have a potential or known conflict of interest or who are bound by their employer's policy to not directly engage in such activities outside of their day jobs can still participate in Board partnership endeavors
- Being sure to not conflict with other ALA or Division projects/relationships already being pursued/nurtured.

Other Next Steps:

- Establish potential roles that Board members could play in leveraging partnerships.
- In lieu of the entire Board participating directly in seeking/approaching partners, designate an ad-hoc group of the Board best suited for these roles to focus on partner outreach. Determine ways remaining Board members can support these efforts.
- The Fiscal Officer and Executive Director create a Board development session to help prepare all Board members to help identify possible conflicts, using documents

**YALSA Board of Directors – Midwinter 2011
Conflict of Interest Guidelines for Partnering**

submitted with this report, and to begin supporting the partnership effort in whatever way they are able.

- Include this topic in new Board member training.

Related Documents:

- Board Role in Sponsorships & Partnerships, item #32, Annual 2010: <http://tinyurl.com/24avckq>
- Board Role in Sponsorships & Partnerships Update, item #12, Fall Executive Committee Meeting, October 2010: <http://tinyurl.com/29ft7oh>

Additional Resources:

- Best Practices for Successful Corporate Sponsorships from the National Council of Nonprofits: <http://tinyurl.com/2dcq42t>
- Corporate Sponsorship Toolkit from the National Council of Nonprofits: <http://tinyurl.com/2detakw>
- Cultivating Corporate Relationships (ASAE, 2004): <http://tinyurl.com/249r5k4>
- Sponsor Park: <http://www.sponsorpark.com/>
- Strengthen Your Collaborations: www.resilientnonprofits.org/materials/ (both a free archived webinar and a PowerPoint presentation are available)
- Wrapping it Up (ASAE, 2002): <http://tinyurl.com/25o6xs6>