

### ALA Budget Analysis & Review Committee (BARC)

**TOPIC:** Presidential Programs Budget: 2019-2020 ALA President Wanda Brown

**ACTION REQUESTED:** Approval

**DRAFT MOTION:** *BARC approves the presidential programs budget submitted by the 2019-2020 ALA President.*

**DATE:** 25 March 2019

**SUBMITTED BY:** Wanda Brown, 2019-2020 ALA President  
JoAnne Kempf, Director, Office of ALA Governance

#### **BACKGROUND:**

The annual budget for the ALA General Fund includes funds set aside to support programs and initiatives of the ALA President in support of ALA priorities and strategic directions. They may include conference programming, member recruitment and engagement campaigns, public awareness campaigns, targeted collaborations with various groups, and other strategic activities. The programmatic activities of each successive ALA president are developed in consultation with a member advisory committee and in the context of the Association's strategic directions and goals, as well as the current environment affecting library staff and the publics they serve.

For 2019-2020, the presidential programs specifically relate to (1) the library's role in addressing social and economic inequity, (2) development of a membership and engagement campaign directed at students and new entrants into the library world, and (3) the ongoing climate of change at ALA (including recruitment of a new executive director) and the need for continuing change management.

#### **BUDGET:**

Total budget: \$75,000

- (1) Addressing social/economic inequity – focus on the library's role in increasing economic mobility for young African-American and Hispanic men. \$25,000

The budget will cover the cost of convening selected ALA and external groups to discuss collaborative approaches and strategies, as well as the creation of downloadable tools for use by libraries and a training event as part of a regularly-scheduled ALA conference.

(2) "Finding Your ALA" – reaching new professionals. \$30,000

The budget will cover activities at Chapter/state association conferences designed to connect students and new library staff with the American Library Association. The budget covers participation costs, exhibits and collateral.

(3) Change Management with ALA Staff -- \$15,000

The budget will cover the cost of an external trainer/facilitator, focusing on change management in a member/staff partnership environment.

(4) Reserve: Other potential expenses -- \$5,000

Over the course of the presidential year, other expenses arise. These vary year-to-year. While speakers for the President's Programs often contributed, speaker fees are routinely budgeted, since there are times when a contributed speaker is not available or is not appropriate to the focus of that year. This budget may also cover programmatic needs that arise during the year in response to external or internal events. Over a period of years, \$5,000 has been a reliable reserve for such contingencies.

**Attachment:** 2019-2020 ALA Presidential Advisory Committee Roster

# WANDA BROWN'S ADVISORY COMMITTEE

2019-2020

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