

TO: ALA Executive Board

RE: Communication and Marketing Office Report

ACTION REQUESTED/INFORMATION/REPORT:

Information

ACTION REQUESTED BY:

Stephanie Hlywak, Director of Communication and Marketing Office

CONTACT PERSON:

Stephanie Hlywak shlywak@ala.org

DRAFT OF MOTION:

N/A

DATE: March 30, 2021

BACKGROUND:

Please see Executive Director's report for additional information about the work of the office, including highlights from public awareness activities, media relations, and social media statistics. The following update only pertains to Governance related press releases and statements, collaboration with internal units, and an update on the 2020-2021 presidential focus.

ATTACHMENTS:

N/A

Communications and Marketing Office Report

Please see Executive Director's report for additional information about the work of the office, including highlights from public awareness activities, media relations, and social media statistics

Notable press releases and statements related to Board and governance activities and actions

Mar 11: [ALA Executive Board supports APALA in recognizing and condemning ongoing anti-Asian hate crimes](#) (Updated March 25, 2021)

Mar 24: [ALA Endowment Trustees add minority-owned GQG Partners as newest fund manager](#)

Mar 08: [ALA Elections now open – cast your vote today!](#)

Mar 01: [ALA Executive Board endorses Loida Garcia-Febo as 2021-2023 IFLA President-Elect](#)

Jan 29: [American Library Association joins American Historical Association's condemnation of the 1776 Commission's Report](#)

Jan 28: [American Library Association announces 2021 Annual Meeting will be Virtual](#)

Collaboration with ALA units

The Communications and Marketing Office has partnered with Member Relations and Services to plan and execute a membership onboarding email campaign to better support new members in their first year of engagement. This work is supported by Overdrive.

CMO is also working with Conference Services to execute a digital marketing and retargeting campaign for Annual 2021. This pilot is meant to gauge the potential for more widespread paid marketing in the areas of membership, giving and other revenue generating businesses.

CMO is also working with Development as it scopes and readies its multi-year giving campaign.

Presidential Initiative

As part of Julius C. Jefferson, Jr.'s presidential work, CMO is leading a project to explore what it would look like to build a program (via membership or development – or some combination of the two) to engage the library-using and -loving public in ALA's essential work. We know there is great enthusiasm and support for libraries among the general public. Libraries and their values – especially around intellectual freedom, broadband advocacy and access, education and lifelong learning, literacy and love of reading, and equitable access to information – are of great personal interest to thousands if not millions of engaged donors to other related causes.

Although anyone can join ALA, most members are library professionals or in closely related fields. Right now, ALA has an "Associate" member category for "those not employed in library and information services or related activities who, through their personal commitment and support, promote library and information service;" however, we are not actively promoting it as an opportunity to engage the general public. There is good reason to believe that campaign with this as its focus could be successful.

According to numerous [studies](#) over the last decade, Americans love their libraries and, pre-pandemic, the average 10.5 trips to the library U.S. adults [report](#) taking in 2019 exceeded their participation in eight other common leisure activities (including movies and museum visits).