

TO: ALA Executive Board

RE: ALA Presidential Initiatives Budget for 2022-2023

ACTION REQUESTED/INFORMATION/REPORT: Approval

ACTION REQUESTED BY: Lessa Pelayo-Lozada, ALA President 2022-2023

CONTACT PERSON:

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Sheryl Reyes, Director of Governance, sreyes@ala.org

DRAFT OF MOTION:

ALA Executive Board approves the presidential programs budget submitted by the 2022-2023 President in EBD #3.13.

DATE: 1/7/2022

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 their 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 2022-2023, the presidential programs specifically relate to (1) Labor & Workers Rights, (2) Partnerships (3) Membership Growth, (4) ALA-APA, (5) Equity, Diversity, & Inclusion, and (6) Reserve for other potential expenses.

Total: \$75,000

Our Brave Communities

Labor and Workers' Rights: \$10,000

The last two years has increased our awareness of and need for library workers to be able to advocate for their rights and their dignity in the workplace. Focusing on the principle that "All Labor Has Dignity" we will focus on creating a toolkit of resources, standards for an equitable workplace, and developing partnerships with groups who can help us grow in this area.

Partnerships: \$5,000

The cornerstone of getting the word about ALA out and highlighting the intersections libraries have with industries, issues, and causes of many types, we plan to host and highlight non-library based partners doing great work in areas such as employee labor relations, sustainability, EDI, voters' rights, and more through a series of virtual and in person conversations. Funds will be used to support production of and any travel expenses associated with these conversations.

Membership growth: \$35,000

We seek to drive membership through a member-led campaign to highlight what makes ALA valuable to library workers and library lovers at all levels. This will be a multimedia campaign highlighting members of all types and at all levels, including current and former ALA leaders who shaped their professional lives through the association. We plan to engage in particular library students, library workers who do not hold a library degree, and library lovers such as friends and trustees. Funds will be used to engage a creative to guide and implement this work as well as the creation and production of membership promotional materials. Funds will also be used to support memberships and conference attendance for recent graduates and laid off library workers. As a whole, for much of the work that is to be contracted out for my initiatives, we hope to engage and hire laid off and underemployed library workers to aid in their economic recovery.

ALA-Allied Professional Association (ALA-APA): \$10,000

The need to grow our 501c6 association is critical at this juncture to address the myriad of library workplace issues impacting library workers. In addition to the ideas highlighted above around Labor and Workers' Rights, we will also be looking for fundraising and financing opportunities for ALA-APA and working closely with Director Hall on a strategy to get the ALA-APA the resources it needs to support and respond to member requests. Funds will be used to help and support marketing ALA-APA as an ALA member benefit, support fundraising initiatives, and other opportunities to grow awareness and opportunity.

Equity, Diversity, and Inclusion: \$10,000

Underlying these three overarching areas are issues and advocacy for equity, diversity, and inclusion in libraries and the profession. Under the EDI umbrella we hope to bring more attention to Universal Design through an Annual Conference program, advocacy for individuals in the workplace, and a focus on the importance of intersectionality in all of this work. Funds will be used to support production of materials created, compensation to program speakers fees, etc.

Reserve: Other potential expenses: \$5,000

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