TO: ALA Executive Board

RE: Chapter Relations and International Relations Report

ACTION REQUESTED/INFORMATION/REPORT:
Informational

ACTION REQUESTED BY:
N/A

CONTACT PERSON:
Michael Dowling, Director
Chapter Relations Office and International Relations Office
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DRAFT OF MOTION:
N/A

DATE: October 13, 2021

BACKGROUND:
An update of ALA’s Chapter Relations and International Relation activities for the ALA Executive Board Fall Meeting 2021.

ATTACHMENTS:
N/A
Chapter Relations

State of the Chapter Report

Attached at the end of this report is a summary of the recent State of the Chapter survey. This survey is done every two years (postponed last year) to provide basic comparative data on ALA’s fifty-seven Chapters. This year, forty Chapters have provided responses by the time of this report. Previous years have yielded roughly the same response.

The report provides information on membership, management structure, budgets (info not included in the summary), and yearly queries on specific topics such as EDI in the association structure.

Some items of note. Thirty percent of Chapters report making changes to their management or organizational structure during the last two years. Nearly half reported drops in membership since the pandemic, but a quarter reported increases. Around sixty percent say their association has a good or strong relationship with their state legislature. And seventy-eight percent have EDI included in their strategic plan or goals.

Based on the State of the Chapter responses the Chapter Management Exchange in November will be on EDI. CRO hosts a Management Exchange every other month with PPA organizing Chapter Advocacy Exchanges the other months.

ALA, Chapters and Student Members

CRO is responsible for coordinating the Joint Student Membership program with Member Relations and Customer Service. Promotion is done primarily through ALA Student Chapters in each ALA affiliated school. The start of a new academic year promotion was made in August with continued follow-up. The Virginia Library Association will become the 50th State Chapter to become part of the Joint Student Membership program starting in 2022.

CRO’s September Chapter Management Exchange brought together Chapters to discuss how they are engaging their student members.

ALA and Chapter Membership Overlap

Regarding ALA and Chapter membership overlap, estimates have been that less than half of Chapter members are ALA members, and probably more in the 30-40% range. A recent analysis of two Chapters found member overlap of 25% and 40%. MRS and CRO plan to continue to
gather more data, which will also include analysis of AASL and ACRL Chapter member overlap. Understanding this overlap in greater detail was one of the motivations behind the chapter pilot membership growth project.

Communities for Immunity and ALA

CRO with the Public Programs Office are the co-representatives of ALA in the CDC IMLS Communities for Immunity effort that is providing grants to libraries, museums, science centers to instill vaccine confidence, overcoming vaccine hesitancy. CRO and PPO are collaborating with other units in ALA, including American Libraries and the Communications and Marketing Office. Messaging through the Chapters is critical in getting the word out across the country.

ALA Covid Library Relief Fund

CRO has continued coordination with the 34 grant recipients from public, school, academic, and tribal libraries that had been economically hard hit due to the pandemic to serve traditional underserved populations. Grantees provided first interim reports in mid-September and CRO is working with grantees and Chapters to get visibility in the media and in legislatures.

Hurricane Ida Disaster Relief Effort

CRO reached out to Chapters and State Libraries impacted by Hurricane Ida to offer support and gather information on libraries that may have been damaged or destroyed. ALA is taking in donations through the ALA Disaster Relief Fund and will be providing donations to specific libraries over the next couple of months.

International Relations

ALA International Membership

At the end of August 2021 ALA had 1,489 international members from 90 countries. Over 55% are Canadians. The majority are individual members with 142 international libraries. Overall, the decrease in international members since the pandemic is around 15%. For most, ALA membership is a second or third membership after their country memberships.

ALA Annual 2021 and 2022

ALA’s Virtual Annual Conference attracted 335 international attendees (not counting exhibitors) from 43 countries. International attendee accounted for around 4% of attendance and revenue. IRO is working with Conference Services on preparing promotions to international audiences for Annual 2022. In-person Annual Conferences have averaged around 500 international attendees.
International Cross Functional Staff Team

The new ALA International Cross Functional Team has started to meet with IRO’s Director as its Business Owner. It includes staff from Publishing, Choice, CORE, Accounting, American Libraries, Public Policy and Advocacy. Goals include improving staff understanding of ALA’s international breadth and opportunities, reaching out LIS programs outside the U.S. and Canada, and increasing visibility of ALA’s international members and international activities to the membership at large. The International Team is looking forward to connections and collaboration with other Teams such as Membership, Conferences, eLearning.

Sharjah International Library Conference and National Libraries Summit

IRO staff have been working since before Annual on the planning of the 8th Sharjah International Library Conference which will be help November 9-11 in Sharjah, United Arab Emirates. It will be held in-person with an option for virtual registration. Librarian of Congress Dr. Carla Hayden and ALA leaders will be participating. Dr. Hayden will provide the first day keynote and ALA President Patty Wong will provide the second day keynote. There will be presenters from 10 countries.

Due to Covid the in-person attendance is expected to be only a little over 200. Past conferences have averaged around 300 from 15-20 countries.

In addition to the yearly conference ALA and the Sharjah Book Authority are organizing, with cooperation from the IFLA National Libraries Section and the Arab Federations of Libraries and Information (AFLI) a National Libraries Summit on Nov 8-9 in Sharjah. Representatives from national libraries in 20-25 countries are expected.

ALA Free Pass Program to Guadalajara Book Fair

This will be the 21st year (after skipping last year) of the ALA FIL Free Pass Program to the Guadalajara Book Fair, one of the longest running ALA diversity initiatives. Due to the continued challenges of Covid the number of participants this year (November 28-Dec 1) will only be around 40 ALA members instead of the normal 150.

U.S. Russia Dialog

Due to the challenges of the pandemic which have not allowed for an in-person meeting in Russia this fall the grant is extending into 2022 with plans for a third virtual event and participation by U.S. and Russian librarians at their respective conferences in 2022.

IFLA Update

IFLA held its Virtual World Library Congress this August 17-19 with a global attendance of around 2,000. In person conference average around 3,000. Director Dowling completed four years on the IFLA Governing Board. The new smaller IFLA Governing Board, 2021-2023 does not
have a U.S. member. GB member Yasuyo Inoue from Japan has been a long time ALA member. Immediate Past President Julius C. Jefferson Jr. is the Chair of the new North American Regional Division made up of 20 members (half each from U.S. and Canada). Jefferson will serve on the IFLA Regional Council. IFLA has a new website. Plans are to hold the IFLA 2022 IFLA Congress in person in Dublin, Ireland next July.

**Disaster Assistance to Philippines and Haiti**

Thanks to member support, ALA made a $15,000 a donation from its Disaster Relief Fund to the Philippine Librarians Association Inc. (PLAI) to help rebuild and restock some of the numerous libraries impacted by Typhoon Ulysses last year. An initial donation of $12,000 is being sent to Haiti to help set up temporary sites for 2 public libraries after the recent earthquake.
New Brunswick Free Public Library, New Brunswick, NJ  
$30,000

Nearly 75% of the 57,000 residents that the New Brunswick Free Public Library serves are Latinx, Asian, or Black, with 56% of all residents speaking a language other than English at home. The library is visited by many immigrant newcomers from an array of nations who see English as a critical skill in advancing their career goals. Forced to cut 25% of their staff, the grant will allow the re-hiring of two part-time staff to continue providing English as a Second Language instruction and career efforts to assist displaced workers and jobless out-of-school youths.

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The ALA COVID Library Relief Fund is supporting 48 hours of ESL classes with 56 students and 19 hours of career services per week at the New Brunswick Free Public Library. 3 ESL facilitators were hired to provide beginner, intermediate and advanced levels of Conversation Groups and Conversation Cafes, with integrated literacy curriculum to support further education and workforce training. 4 Career Navigators were also hired to provide one-on-one career assistance on job applications, resume and cover letter writing and interview skill training.

The library started the publicity process after receiving the grant and officially started the ESL and Career Help service after the grant money was successfully allocated. Starting August 2nd, we helped about 50 people with 22 successfully getting interviews or employment. Some clients did not have sufficient computer literacy skills and were relying on staff to create and submit job applications entirely. The ESL programs started on August 23rd and 12 classes were conducted. Also, we offered a Professional Development session to the community members who were interested in becoming Conversation Facilitators. By attending this 3 hr. training session, the community members were able to support adult language learners in the English Conversation Cafe.

The target audience for this project includes community members from across Middlesex County and nearby municipalities. Adults from different cultural backgrounds partake in the program. We have been publicizing and promoting our project by distributing promotional materials in English and Spanish via social media sites and issuing press releases to ethnic press and radio. Pertinent information has been posted and distributed on the library's website and the newsletters of our partners and supporters.

To measure the outcomes of the ESL programs: the library has been conducting participant satisfaction surveys and measuring weekly attendance. Weekly participant surveys help the facilitators determine participants' progress and their needs. We will be using the Public library Association's Project Outcome impact measurement tools to collect feedback for future topics to be introduced into the curriculum.

Carter County Library, Kentucky  
$40,000

Located in rural eastern Kentucky, the Carter County Public Library sees its role as a problem-solving entity. Serving an economically challenged community with limited access to
technology, internet, phone service, and education resources. A 19% cut to a lean budget makes keeping the doors open a challenge. The grant will ensure that the rented Olive Hill survives, and the costs to operate the Grayson Branch will be covered.

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ALA Covid Library Relief Grant Operations and Services Guarantee Program. We utilize this library saving grant to pay our rent, utilities, and other operational cost as well as maintain the bare minimum staff to operate both branches of our small library. On the whole, the grant has allowed us to guarantee library services to our county, regardless of the presence of state assistance.

Have used grant funds to pay the rent of Olive Hill location for the current fiscal year, and the library's portion of the Grayson Branch mortgage for the current fiscal year. Hired a new branch supervisor and paid wages equal to two months. Additional grant funds have been used to obtain cataloguing supplies, allowing the cataloging of over one thousand new items.

With a new employee and relieved pressure to perform multiple roles, we have increased our social media presence. The social media audience for the library has increased by four times. We use this platform to engage with the community in thought-provoking and informative ways and it serves as our face to the public in an environment that's not conducive to face to face contact. As a result of this presence, we've made more long-distance connections for our library, resulting in library collections contributions from further away.

Niagara Falls Public Library, Niagara, NY
$45,000

The Niagara Falls Public Library serves approximately 50,000 residents in three separate counties. It has suffered a 30% budget reduction with upcoming budget cuts expected soon. The staff has been cut by 25% and nearly 30% of the community does not have dependable access to Wi-Fi, which impacts resident children’s access to educational lessons, as well as adults looking for new employment opportunities. The grant will increase the number of Wi-Fi hot spots that can be loaned to families, add a part-time technology support staff, and create a needed a makerspace to develop skills through hands-on learning.

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Have been making progress in Niagara Falls. Have been able to hire a full-time librarian with a tech background thanks to the grant and some additional library savings. Have met with YMCA, School Board, Senior Centers, and Local Food Bank to discuss the needs of users they work with. Hearing about the grant and the plans for the effort a local citizen provided $4,500 to help offset the cost of furniture for the new maker space. Space planning has been completed and Wi-Fi hot spots, computers, and printers have been purchased and should be arriving soon. Additionally, we have figured out that we have space and resources from library funding to begin the creation of a Library of Things, which will operate out of this space. To better address our patrons' needs or borrowing technology, such as the hotspots and chrome books, but also items such as a VCR DVD converter, Rokus and other such tech. Also leveraging grant to apply for more Wi-Fi hotspots and chrome books from FCC.

Through the savings gained that were original part of the grant proposal the remainder of funds will be spent on boosting our wifi signal beyond our library walls. Library is working with city electricians to set this up. Now. Plans for the launch of the new space and resources is
November. Thank you again, for this grant. it has provided many opportunities, created energy and interest in the library all while addressing some of the city's tech/connectivity needs.

**Guildford County Schools, Greensboro, NC**  
**$40,000**

The Doris Henderson Newcomers School serves students in grades 3-11 and is specially tailored for students in their first year of English language acquisition. The media center extends programming to support families, offering workshops for parents on language, jobs, and other timely topics. During the pandemic, resources needed to be directed to supporting remote learning. The grant funds will be used to rebuild the non-fiction collection, add high interest fiction and graphic novels, and books for the mobile and outreach bus and supportive technology.

The grant coordinator and school library media coordinator completed an inventory of the collection to identify specific lost titles during pandemic response remote learning. Once analyzing this baseline data, weeding began in aged areas will a focus on non-fiction texts about countries, cultures, and languages. Books were selected for the expanded own language picture book library featuring 40 books in each of the following languages: Spanish, Vietnamese, Urdu, Arabic, and French. Selection with student input has begun for the 350 new graphic novels and 300 new geography and history books. The tutoring and outreach bus has been ordered and the grant coordinator is working with a team to select resources for the bus. The parent library location at the school is being prepared to house new resources, by removing outdated collections.

**Indian Pueblo Cultural Center Library and Archives, Albuquerque, NM**  
**$40,000**

Dedicated to the history and culture of the Pueblo people, the Indian Pueblo Cultural Center Library and Archives suffered a 30% budget cut, reducing staff from three to just one. The Library and Archives serves the 66,000 members 19 Pueblos of New Mexico and Ysleta del Sur Pueblo in Texas, as well as researchers, and the public. The grant allows the library to hire back staff, upgrade computers that are ten years old, and purchase new books and other resources for the community.

ALA grant money has paid for two staff members to return full-time to the IPCC library. We are open to the public four days a week from 9am to 4pm, and on Saturdays by appointment. We have assisted students, adults, educators, and Cultural Center staff with research and access to archival collections. Research assistance also occurs online through email. Since July, we have had three book donations ranging from small to large. Library staff is processing these books into our library system, as well as labeling and shelving items. Book inventory has also been started in order to correct our catalog and to evaluate subject matter for topics lacking and for restrictions on sensitive subject matter content.

The Archives has had four donations of framed items. Work also continues on scanning transcripts of past educational lectures to put online for patron access, as well as creating brief synopses of transcripts and dissertations by Pueblo people and/or about Pueblo topics for improved accessibility. Research is ongoing for future book and audio-video purchases. Attendance continues at webinars and various monthly meetings for tribal librarians and education directors, as well as librarians and archivists throughout the state to publicize activities and resources in the library.
Continued writing monthly blog on various Pueblo & Indigenous topics to publicize the library and the knowledge to which we can connect readers. The online blog, Indigenous Connections and Collections, currently engages thousands of individuals, and covers salient topics from the Pueblo Revolt to Indigenous Women. Last month in August, the Facebook post of the blog reached 12,534 people, the highest number so far.
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Section 1: MANAGEMENT

Title or Chapter Affiliation
42 responses

- Chapter Councilor: 21 (50%)
- Executive Director: 16.7%
- President: 26.2%
- Vice President: 7.1%
- Other: 0%

Is there a separate school library/AASL Chapter in your state (regional chapters can skip this question)
42 responses

- Yes: 64.3%
- No: 35.7%
Is there separate academic or college library associations (ACRL Chapters) in your state?

- Yes: 57.1%
- No: 42.9%

How is your association managed?

- Paid Staff: 31.7%
- Contract with Management Company: 19.5%
- All Volunteer: 15.6%
- all volunteer, one paid pt staff admin: 11.7%
- All Volunteer except 1 part-time paid s...: 8.8%
- Almost all volunteer: 4.4%
- Volunteers, Wild Apricot and Impact: 3.2%
- Mostly volunteer. One paid staff.: 1.6%

If using a management company, what is the name of the firm?

- Amigos: 1 (5%)
- Currently looking to hire a new...: 1 (5%)
- N/A: 7 (35%)
- Not using a management com...: 1 (5%)
- Synergos: 1 (5%)
- Wild Apricot for member...: 1 (5%)
Did you make changes to your management structure/organization in the last two years?
40 responses

- Yes: 70%
- No: 30%

Is your Chapter Councilor a board member?
41 responses

- Yes: 92.7%
- No: 7.3%
- Ex-officio member: 0%
Section 2: MEMBERSHIP

What membership management software do you use?
40 responses

Chapter Membership (renewal period)
42 responses

Dues Structure for regular personal members
40 responses

- Graduated (fee levels based on salary)
- Flat (one fee)
- Percentage (e.g., $3 per $1,000 of salary)
- Special Rates - NOTE: all first year members get the $40 rate
- Pay-what-you-can tiers with 5 personal levels ($20 - 100) plus bulk levels
- Level of dues based on library duties/positions
Do your library/institution memberships allow staff/certain number of staff to become personal members of the association?

36 responses

- Yes: 55.6%
- No: 44.4%
Since the pandemic began (March 2020) has your membership- grown, declined, stayed same?
40 responses
Section 3: CONFERENCE

Was your last conference virtual or in-person?
41 responses

See excel file State of the Chapter Report 2021 Conference Responses for further data
Section 4: Advocacy

Does your association have a legislative/advocacy committee?
42 responses

97.6% Yes
1.2% No

Would you like more support using Engage, the virtual advocacy tool provided by ALA?
41 responses

56.1% Yes
14.6% No
29.3% Our association is already a pro!
Section 5: Equity Diversity and Inclusion
Please contact Chapter Relations Office’s Program Officer Mariel Colbert at mcolbert@ala.org with any questions. This is merely a summary of the responses in a visual format. Please see the CSV version of the report for the full data.