



TO: ALA Council
FROM: Rod Wagner, President, United for Libraries
SUBJ: Annual Report
DATE: June 3, 2014

Membership: Individual membership in United for Libraries has declined approximately 3% per year over the past two years. This is a very troubling trend and the board has responded in the following ways:

- The development of a Membership Task Force working to get in touch with each lapsed member to ask them to consider renewing.
- Sending a personal reminder notice to members who are about to lapse.
- Creating the Academic Friends of Libraries task force led by Charles Hanson. This group is comprised of eight academic librarians who will work on developing special resources for academic Friends and development officers and working with staff to help promote membership to these entities once the resources are available.

Budget: United for Libraries ended fy2013 in the black for the first time since the merging of Friends of Libraries U.S.A. and ALTA. There is every expectation the division will do so again. Despite declining revenue from membership, a number of initiatives have provided for a balanced budget. They include:

- Personal giving task force: led by Peter Pearson, this TF also includes Robin Hoklotubbe and Ed McBride. The focus is on reaching out to both current and former board members (including those for ALTA and FOLUSA) asking for their financial support to help us continue the great work we are doing on behalf of America's libraries. During fy2014, this effort raised approximately \$4,500.
- Corporate task force: Led by Kathryn Suarez, this task force also includes Steve Laird, Kay Runge, Cindy Friedemann and others connected to the library corporate family. The goal is to retain current corporate sponsors, find new corporate sponsors, and develop marketing materials and benefits that will help with this effort.
- Nebraska Library Commission renewed its longstanding commitment to purchase group membership in United for Libraries for every public library in the state.
- New Jersey has renewed its statewide purchase of the Trustee Academy.
- Kansas agreed to a statewide purchase in United which will provide United with new revenues of approximately \$20,000 for fy14.

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- A minimum of five of our ten consults for the Neal-Schuman grant will be done in fy14 meaning that we can expect at least \$15,000 in new revenue through this grant.
- North Dakota's statewide purchase in United for Libraries will add approximately \$5,000 in new group membership revenue in fy14.

Neal-Schuman Grant: Three of the first ten libraries to receive advocacy consulting have been successful in their efforts and include Gilmanton, New Hampshire; Salem-South Lyon, Michigan, and Long Beach, California. We hope to hear about more successes as continuing local elections take place. Round two of the grant (the second ten libraries) has been promoted and the final libraries will be selected in May.

Trustee Academy: Maryland and South Carolina have each made bulk purchases of the Trustee Academy adding approximately \$6,500 to our revenues.

New Initiative: Staff will be developing a series of mini-webcasts designed especially for directors to use in working with their trustees. They are being designed to address one important topic per webcast (5-10 minutes each) that directors can show during their meetings to help trustees strengthen their knowledge base in support of their libraries. The topics for these webcasts have been derived from a number of consulting opportunities with trustees and directors that Sally Reed has had over the course of the last several years.

The Voice for America's Libraries: In July we were proud to introduce the first digital edition of our newsletter which we plan to make a permanent part of our offerings. This is in lieu of a hard copy edition and will save our association nearly \$7,000 each year. The summer edition is available in the Friends & Foundation Zone as well as the Trustee Zone of our website. In addition, a digital copy was sent to every member with an email address. Those without email will receive a postcard asking them to call for instructions on receiving their copy.

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