



2014-2015 ALA CD#28.5_6215_inf
2015 ALA Annual Conference

TO: ALA Council
FROM: Christine Hage, President, United for Libraries
DATE: June 1, 2015
SUBJ: Annual Report

Membership : We continue a trend of approximately 4% per year of individual members. Efforts at calling, special offers, and targeting academic libraries have not been able thus far to reverse the trend. However a new agreement with ALA to share group revenue membership in order to ensure our groups comply with ALA bylaws has allowed us to more aggressively target statewide membership in United for all libraries in the state and to that end, we now have statewide membership from Texas, Nebraska, Kansas, South Dakota, and soon Michigan. Even with the revenue share with ALA, we will see an uptick in group membership by quantity.

Budget: United for Libraries will again end the year in a positive position. Thanks to revenue from group membership along with significant sales of The Trustee Academy and Short Takes for Trustees we predict a net asset balance of approximately \$10,000 this year. Our goal going forward is to increase the net asset balance for United put us in a safer position for any unpredicted expenses in the future.

New Products: This year United for Libraries developed a series of 10 webcasts called, "Short Takes for Trustees." These webcasts are for library directors to use with their trustees to help them better understand their roles. Each webcast is 10 minutes long or less making them ideal for directors to show their boards during meetings and will, hopefully, stimulate discussion. The titles include:

- What it Means to be a Trustee
- Board Meetings
- Board Ethics
- Library Advocacy
- Library Policies
- Strategic Planning
- Working with Friends
- Evaluating the Library Director
- Board Self-Evaluation
- Succession Planning and New Board Orientation

Neal-Schuman Grants for Library Advocacy: This year United for Libraries completed the work with 20 libraries facing budget challenges. Of the 20 libraries we worked with, the following were successful in

their campaigns: Dallas, Texas; Long Beach, Calif.; Salem-South Lyon, Mich.; Gladstone, Ore.; Gilmanton, New Hampshire. Those with votes still pending are Calaveras County, Calif.; Oakland, Calif.; New London, Conn.; Stockton San Joaquin County; Calif.; Highland City, Utah; and Santa Maria, Calif. Others consulted either did not make their goal or only made part of it.

Voice for America's Libraries: The official newsletter for United for Libraries went digital for the summer in 2014 as a test. Receiving high marks and no complaints we will continue a summer digital edition for the future saving us approximately \$7,000. In addition to the digital newsletter, we have begun bi-monthly "news you can use" blasts to our members and we have received excellent feedback for these new blasts as well.

Bylaws: Christine Hage chaired a two-year task force charged with completely overhauling United for Libraries' bylaws. The new bylaws accurately now reflect the way in which United for Libraries conducts business. Prior bylaws and revisions were an amalgamation of the bylaws of Friends of Libraries U.S.A. and the Association of Library Trustees and Advocates created during the merger. As a result they were "clunky" and not reflective of how our new organization works. The bylaws changes were nearly unanimously accepted by our membership with only 6 voting no.