



TO: ALA Council, ALA Executive Board
FROM: Donna K. McDonald, President
DATE: June 4, 2012

RE: State of the Division

United for Libraries: The members of the Association of Library Trustees, Advocates, Friends and Foundations voted in the spring election to rename our organization “United for Libraries” with the subheading: Association of Library Trustees, Advocates, Friends and Foundations. The majority of the board of directors felt that this change was more engaging, more memorable, and fully reflective of our chief goal which is to unite lay supporters of libraries everywhere for promotion, support, and advocacy. A marketing plan will be developed at conference to launch the new name on September 4, 2012.

Trustee Academy: The Trustee Academy is a five course webinar series that helps to train trustees on everything from the basics of their role to financial planning, to working effectively with their director, and to how to be effective advocates. So far, the following states have purchased all or some of the courses for Trustees in their states or regions: Nebraska, Wyoming, Utah, New Jersey, Kansas, This year, Utah renewed their subscription to this series. We will be adding a new course this fall on policies for meeting rooms that will be given by the Office of Intellectual Freedom.

Baby Boomer Volunteers: This spring, ALTAFF launched a new series of webinars on how to engage the baby boom generation as volunteers for libraries and Friends. The three part series discusses the way in which baby boomers want to volunteer and how that is significantly different than what “yesterday’s volunteers” looked for in these opportunities. The series then goes on to discuss how libraries can change and create volunteer positions to engage this group and finally how Friends groups can restructure to be more inviting to baby boomers and younger volunteers.

Authors for Libraries: This summer, ALTAFF used 2015 funds to create a zip code match-making program for our Authors for Libraries. This database will allow libraries to find authors in their areas to help advocate for their libraries when needed. In addition, it will allow librarians to find authors for programs and conversely, allow our authors to connect with libraries in their areas to offer programming. This idea was formed in partnership with the Office for Library Advocacy and the Chapter Relations Office. The software will be available on their websites as well.

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ALTAFF / LLAMA Collaborative: ALTAFF and LLAMA representatives will be meeting for the first time at the annual conference in Anaheim to develop plans for a joint preconference at the annual conference in Chicago, 2013. The preconference will focus on fundraising and will be promoted to both library administrators as well as to Trustees, Foundation members, and Friends members. In addition to this collaboration, there will be a discussion group in Seattle (Midwinter 2013) on developing and maintaining successful Friends groups for library administrators and Friends. Finally, ALTAFF will be offering a special membership this fall to LLAMA members. To wit, those LLAMA members who join their Friends groups and/or Boards of Trustees to ALTAFF will receive free access to the Baby Boom Volunteer webinars.

ALTAFF and Chapter Relations: This year we launched a special membership promotion that offers membership in state chapters (that wish to participate), ALA, and ALTAFF for \$100. The proceeds will be divided thusly:

ALA receives \$41, a discount of 30% over the normal Trustee price of \$59

ALTAFF receives \$36, a discount of 18% over the normal division price of \$50

Chapter receives \$23, a discount of 24% over the national chapter price average of \$30.

In addition, ALTAFF will be working closely with Chapter Relations this fall to promote membership in ALTAFF. This campaign will include articles in state library journals, a number of ads in the larger state journals, and promotion of ALTAFF when Chapter Relations displays at state chapter meetings.

Membership as of April, 2013:

Individual: 1,174

Group: 1,231