



A DIVISION OF THE AMERICAN LIBRARY ASSOCIATION

The 2012 Annual Report of ASCLA, the Association of Specialized and Cooperative Library Agencies, from President Norma Blake, dated June 4, 2012

1. ASCLA planned 3 fund-raising and library educational trips to France, Ireland and Italy this year. 44 people took the trip to Paris in April, adding \$6,150 to ASCLA's revenue. The October trip to Ireland has 21 signed up so far.
2. ASCLA's online course (repeated twice) and 9 webinars brought in good revenue as well.
3. Expenses were trimmed this year. Dues are up and will be even better next year with a new intensive recruitment strategy which will include a real member's blog, ASCLA 101, an ambassadors' program and presentations at new members' roundtable, etc.
4. ASCLA sought and received a \$1,800 donation for the refreshments at our networking/award reception cosponsored by COSLA at ALA Annual
5. A sponsor is paying for 200 copies worth \$2,270 to be given to attendees of the ASCLA President's Program of John Jantsch's updated and revised book, Duct Tape Marketing, which the author will discuss. John Jantsch is a marketing, social media and digital technology coach who specializes in working with small businesses. He has been called the world's most practical small business expert.
6. There were 15 interest groups started this year plus there are two more in the petition-stage. A handbook for interest group leaders was completed.
7. ASCLA revised and had printed the Standards and Guidelines of the Service for the Library of Congress Network of Libraries for the Blind and Physically Handicapped.
8. The Consultant's Code of Ethics was completed this year.
9. After working with an online learning consultant, the ASCLA draft business plan is complete, and the ASCLA strategic plan was approved by the board.
10. ASCLA is cultivating its accessibility niche through the creation of expanded website resources, fact sheets and online tutorials.