



TO: ALA Council
FROM: Susan J. Schmidt, United for Libraries President
SUBJ: Division President's Report to Council
DATE: May 15, 2017

Executive Director: Sally Gardner Reed, Executive Director since 2002, announced her retirement this year effective July 31, 2017. After an extensive nationwide search, Beth Nawalinski has been named as her replacement. We look forward to working with Beth and wish Sally many happy years in her retirement.

New Initiatives: Earned revenue has become increasingly important to our division and as a result, the staff has developed a number of new revenue producing resources for our membership this year including: the publication of *The Good, the Great, and the Unfriendly: A Librarian's Guide to Working with Friends Groups,* by Sally Reed, two new webcasts for library directors working with Friends and Trustees called "With Friends Like These" and "Taming the Troublesome Trustee" and a webcast on merging Friends and Foundations. In addition to these new products, United for Libraries completely updated its popular "Trustee Academy" this year.

Statewide Memberships: The Board and staff continue to work on bringing in new statewide memberships to join Nebraska, Michigan and Texas. A campaign began earlier this year with each Board member reaching out to his/her state librarian promoting all the benefits of statewide membership. In addition to statewide memberships, we have a number of state library agencies that have purchased stand-alone products such as "Short Takes for Trustees," and "The Trustee Academy." These states include ID, NJ, NV, OK, SC, SD, and regionally in IL, MN, ND, and WI.

ALA Annual and Midwinter Conferences: United has made a concerted effort to collaborate with other ALA Divisions and Offices. We have co-sponsored Conference programs with RUSA, OLA, LLAMA, CRC, and OITP. These sessions have been very well attended by library directors and staff, friends, and trustees.

Senator Jack Reed: On May 1, United for Libraries presented Senator Jack Reed (D-RI) with our annual Public Service Award. Senator Reed spearheaded a number of educational priorities, including improving access to effective school library programs, enhancing professional development for teachers and principals, increasing the focus on resource equity, and strengthening family engagement and environmental education initiatives.

New Sponsor of United's Premier Program "Laugh's on Us:" United for Libraries is pleased to welcome Ingram Content Group as a new corporate sponsor for our annual "The Laugh's On Us" program. This annual comedy show is always headlined by our national Spokesperson, the incomparable Paula Poundstone!

Book Club Central: United for Libraries is a principal partner along with Penguin Random House, Booklist and the ALA Public Awareness Office for President Julie Todaro's new initiative, Book Club Central (BCC). BCC brings together a rich collection of book club materials under one ALA "banner" and website. The national representative for this new dynamic program is Sarah Jessica Parker. Ms. Parker has accepted United for Libraries' invitation to serve as a Lifetime Board Member.

President Susan Schmidt: Susan was asked to serve on President-Elect Jim Neal's Advisory Group and has been an active member in bringing United's vision and expertise to the discussion. Susan has decided not to continue as Past President, but she will always be available for consultation!