

TO: ALA Executive Board
Finance & Audit Committee
BARC

RE: Summary 2010 Initiatives – FY 2006 and FY 2007

ACTION REQUESTED/INFORMATION/REPORT:

Action Requested.

ACTION REQUESTED BY:

Keith Michael Fiels, Executive Director

DRAFT OF MOTION:

The Executive Board approves the continuation of the 2010 Initiatives approved in Fall of 2005 through FY 2007.

The Executive Board approves the allocation of \$200,000 in FY 2006 Net Assets for implementation of Ahead to 2010 projects in Fiscal Year 2007.

DATE:October 17, 2006

BACKGROUND:

As an information item the attached is a summary of the progress made on projects related to the 2010 Initiatives for FY 2006 and newly established projects that will be implemented in FY 2007.

In Fall of 2006, the Executive Board approved the allocation of \$176,000 from the FY 2005 Net Asset Balance for *Ahead to 2010* initiatives in FY 2006. As of August 31, 2006, several of the projects have been completed and the remainder are expected to be completed in the Spring of 2007. Approval is requested to expend the remaining \$97,141 in FY 2007. Future 2010 Initiatives funded within the ALA operating budget framework will be completed within the operating budget year.

The second spreadsheet identifies \$95,000 in 2010 Initiatives to be undertaken in Fiscal Year 2007. This amount is based on the projected impact of the dues increase, and these funds were not included in the original FY 2007 budget. The proposed initiatives were presented to BARC and the Executive Board at Annual Conference.

The third spreadsheet shows the allocation of the projected \$633,107 in Fiscal Year Net Assets to the Executive Board Designated Reserve (\$158,277 as specified in Board Policy), the ALA Contingency Reserve (\$274,830) and additional 2010 Initiatives (\$200,000). The \$200,00 would fund additional 2007 projects designed to move the association forward and support the goals and objectives of the ALA Ahead to 2010 Strategic Plan. Approval is requested for the allocation of these funds from the Fiscal Year 2006 Net Asset Balance.

Attachments:

Ahead to 2010 FY 2006 Initiatives
Ahead to 2010 FY 2007 Initiatives
FY 2006 General Fund Financial Results

ALAhead 2010 Initiatives

FY 2006

<u>Project</u>	<u>Project #</u>	<u>Project Coordinator</u>	<u>Unit</u>	<u>Approved Budget</u>	<u>YTD Actual</u>	<u>Variance</u>	<u>Commentary</u>
Web CE Library	11-593-xxxx-9401	Chikas	200	\$ 25,000	\$ 25,000	\$ -	An account with PR Newswire was created to pay for four to five news releases that would reach a large audience very quickly.
Publishing Release Newswire	11-593-xxxx-9402	Shekeloff	150	\$ 4,000	\$ 4,000	\$ -	
Telecom Reform Washington	11-593-xxxx-9403	Shekeloff	150	\$ 30,000	\$ 28,541	\$ 1,459	Telecom Workshop held Aug 28-30, 2006 in Denver, CO to prepare ALA for the upcoming telecommunications policy debate. Key library leadership and telecom policy experts met to discuss the principal issues being raised in the policy debate, to identify other possible issues, and to develop a concise statement of library principles for telecom policy.
Librarians W/O Libraries	11-593-xxxx-9404	Taylor	412	\$ 10,000	\$ 10,000	\$ -	Spent \$12,500 for a feasibility study to explore the possibilities of developing a volunteer program for libraries in need. The additional \$2,500 was contributed by the divisions.
ALTA Advocates eNEW	11-593-xxxx-9405	Ward	411	\$ 10,000	\$ -	\$ 10,000	Development of the ALA/ALTA Advocacy Registry E-newsletter will occur in FY07. The newsletter will be integrated into development of the new I Love Libraries website project.
AL Magazine Research	11-593-xxxx-9406	Kniffel	303	\$ 50,000	\$ -	\$ 50,000	Spent \$23,356 for a feasibility study and focus group to examine the possibility of ALA publishing a magazine for the public to be distributed in libraries. These funds were spent in ALA Editions operating.
Member Satisfaction Survey	11-593-xxxx-9407	Rodriguez	250	\$ 15,000	\$ 9,800	\$ 5,200	Survey is in progress. For 2007, Completion scheduled for Mid November. Results will be analyzed and distributed.
CCF Marketing	11-593-xxxx-9408	Robertson/Castle	115	\$ 9,000	\$ 1,518	\$ 7,482	
Ad Campaign	11-593-xxxx-9409	Gould	113	\$ 13,000	\$ -	\$ 13,000	
Division Web Development	11-593-xxxx-9410	Hall	116	\$ 10,000	\$ -	\$ 10,000	Will amplify the messages about the value of libraries and librarians during NLW 2007.
Total FY06				\$ 176,000	\$ 78,859	\$ 97,141	

ALAhead 2010 Initiatives

FY 2007

AdvocacyResources/Training	11-593-xxxx-9411	Gould	113	\$ 50,000	\$ -	50,000		
							At Annual 2006 the ALA Council passed a Resolution opposing Taxpayer Bill of Rights Legislation. In FY 06 The Chapter Relations Office created an information and resource website for Chapters in their efforts to oppose these initiatives.	
State Revenue Advocacy	11-593-xxxx-9412	Dowling	251	\$ 15,000	\$ -	15,000		
							In May 2006 the AASL approved a position statement calling for the inclusion of certified school library media specialists as part of the National Center for Education Statistics (NCES) "Instruction" classification. The Chapter Relations Office, AASL and the Advocacy Officer will work with state representatives to NCES to change the definition through information and	
School Library Advocacy	11-593-xxxx-9413	Dowling	251	\$ 15,000	\$ -	15,000		
Rural & Tribal Libraries	11-593-xxxx-9414	Orange	107	\$ 15,000	\$ -	15,000		
Total FY07								
				\$ 95,000	\$ -	\$ 95,000		

American Library Association
FY 2006 General Fund Financial Results
Based upon 3rd Close Results

Net Revenue Remaining 616,566

Executive Board Designated Reserve @25% 154,142

General Fund Reserve Addition 462,425

Earmark Reserve Addition as follows:
Contingency Reserve 262,425

Implementation of Ahead to 2010 projects in FY 2007 200,000