

2025 Friends Retreat: Shaping the Future for Your Friends of the Library

For questions or registration assistance, contact United for Libraries by phone at (312) 280-2161 or by email at united@ala.org.

LIVE RETREAT DATE/TIME

- Saturday, March 22, 2025
- Eastern: 12:00 – 3:00 pm | Central: 11:00 am – 2:00 pm | Mountain: 10:00 am – 1:00 pm | Pacific: 9:00 am – 12:00 pm

RETREAT DESCRIPTION

Friends groups make a lasting difference for their libraries. Learn how to ensure your library Friends have a bright future and strategic direction in the areas of recruitment, succession planning, board development, advocacy, and membership. Find out how resources from United for Libraries can help as you grow and strengthen your Friends group. Scalable ideas will be shared for libraries and communities of all sizes. The program will include panel presentations, activities, and idea sharing.

- Part 1 – All Ages Welcome: Recruiting Friends (presentation and breakout activity)
- Part 2 – The Changing Role of Friends Groups: Friends & Advocacy (panel discussion)
- Part 3 – Breakout - Planning next steps for Advocacy and Friends
- Part 4 – Lightning Round - Short presentations on recruitment, succession planning, board development, advocacy, and/or membership.

SPEAKERS

- Deborah Doyle, Chair, Sonoma County (Calif.) Library Commission and 2024-2026 President, United for Libraries
- Madeline Jarvis, Director, Two Harbors (Minn.) Library and United for Libraries Board Member
- Kathy Kosinski, Member Services and Outreach Manager, Califa Group and United for Libraries Board Member
- Amelia Aldred, Deputy Director, State and Local Advocacy, American Library Association Public Policy and Advocacy Office

REGISTRATION OPTIONS

- Options available for Individual and Group Viewing registration.
- Individual registration as low as \$57.85 for personal members of United for Libraries
- Group Viewing registration as low as \$96.85 for personal members of United for Libraries
- Discounts available for branch Friends groups. Save up to an additional 40% for three (3) or more Individual registrations or three (3) or more Group Viewing registrations.

REGISTRATION LINKS

- [Purchase Individual Registration](#)
- [Purchase Group Viewing Registration](#)
- Statewide Partner Discounted Registration (CO, IL, NV) – email united@ala.org to request a coupon code or invoice
- [Statewide Free Registration](#) (MA, MD, MI, MN, ND, NE, OR, SC, and VA)

REGISTRATION, PRICING, ATTENDANCE, AND PARTICIPATION

	Individual Registration	Group Viewing Registration
Cost	Non-Member: \$89.00 ALA Personal Member (10% off): \$80.10 United Personal Member (35% off): \$57.85	Non-Member: \$149.00 ALA Personal Member (10% off): \$134.10 United Personal Member (35% off): \$96.85
Course Access	The individual who redeems the signup code is registered in the course for individual live participation and on-demand access. Sharing of logins is not permitted.	The individual who redeems the signup code is the main contact with course access. The main contact coordinates live participation and on-demand access for the assembled group. Sharing of logins is not permitted.
Live Attendance	Click your personalized link in the Zoom confirmation email or reminder email to join the live retreat. Access from multiple devices is disabled, and group viewing is not permitted.	The Friends group assembles in a single location and views the live presentations on a single screen. Click your personalized link in the Zoom confirmation email or reminder email to join the live retreat. Access from multiple devices is disabled, however, accommodation is available for board members who need individual viewing from a separate location. Once enrolled in the course, please see the “How to Participate” page for more details.
On-Demand Viewing	Presentations will be recorded and available approximately 72 hours after the live retreat. Breakout rooms will not be recorded. Group viewing is not permitted.	Presentations will be recorded and available approximately 72 hours after the live retreat. Breakout rooms will not be recorded. The main contact may watch the recording at any time and show it to their Friends group gathered in a single location.
Breakout Activities	Individual attendees will be placed in Zoom breakout rooms with other individual attendees for activities and breakouts.	The group completes activities in their location. Accommodation is available for board members who need individual viewing from a separate location. Once enrolled in the course, please see the “How to Participate” page for more details or refer to the FAQ on the following pages.
Branch Friends Groups	Each registration is for a single named individual. Discounts are available for purchasing Individual registration for three (3) or more people: <ul style="list-style-type: none"> • 3-6 people: save an extra 30% off • 7-12 people: save an extra 35% off • 13+ people: save an extra 40% off 	Each registration is for a single standalone Friends group. Discounts are available for purchasing Group Viewing registration for three (3) or more Friends groups. <ul style="list-style-type: none"> • 3-6 groups: save an extra 30% off • 7-12 groups: save an extra 35% off • 13+ groups: save an extra 40% off
Slides, Handouts, Activities	The slides, handouts, and activities are for the named individual (course registrant only).	The main contact downloads the slides, handouts, and activities from the course and shares them with other board members participating in the retreat.

FREQUENTLY ASKED QUESTIONS

For questions not covered below, please contact United for Libraries staff by phone at (312) 280-2161 or by email at united@ala.org.

Q: Does registration include the book, *All Ages Welcome: Recruiting and Retaining Younger Generations to Library Boards, Friends Groups, and Foundations*?

A: No, registration does not include the book.

- Madeline Jarvis and Kathy Kosinski, co-authors of *All Ages Welcome: Recruiting and Retaining Younger Generations to Library Boards, Friends Groups, and Foundations*, will present on recruiting Friends. During the retreat, participants will complete an interactive activity excerpted from the book. The main contact will download this activity from the course before the live retreat.
- Registration includes a coupon code to save on the book's print and/or digital version available from the ALA online store.

Q: How does Group Viewing registration work?

A: The person who redeems the signup code is the main contact. This person coordinates group viewing at the library or another location, including:

- Securing a computer/laptop, projector, screen, and speaker(s)/audio capability.
- Accessing the course on the ALA eLearning website to download slides, handouts, and activities, and providing copies to their Friends group participants on the day of the live retreat.
- Receiving the Zoom link for the live retreat. Access from multiple devices is disabled, however, accommodation is available for board members who need individual viewing from a separate location. Once enrolled in the course, please see the “How to Participate” page for more details.
- Coordinating on-demand group viewing; logins cannot be shared.

Q: My library director is a personal member of United for Libraries. How do I receive their member discount?

A: The person who purchases registration (Individual or Group Viewing) will receive a signup code. The signup code is redeemed by the individual (Individual Registration) or main contact (Group Viewing Registration) for course registration.

- When purchasing online, the member must be logged in and complete the purchase to receive the eligible member discount.
- When requesting an invoice, the member must contact registration@ala.org to receive the eligible member discount.
- When purchasing registrations of the same type (three or more Individual Registration *or* three or more Group Viewing Registrations), the member discount is applied first, and then the additional discount for multiple registrations is applied.

Q: I'm an ALA member in one of the listed statewide partner states eligible for a 20% discount. Will I receive both discounts?

A: The higher eligible discount (member or statewide partner) will apply.

- The higher eligible discount (member or statewide partner) is applied first to the base price.
- The eligible discount for purchasing three (3) or more Friends groups is applied after the eligible member or statewide partner discount. See the last question at the end of this document for examples.

Q: I'm in one of the states listed for free registration. How does registration work?

A: Please complete the registration form to receive your free registration.

- Individuals in MA, MD, MI, MN, ND, NE, OR, SC, and VA receive free registration to attend individually or participate in groups; each person will receive a Zoom link and course access.
- Friends groups in these states are encouraged to participate as a group to maximize engagement and group activities. Those who opt to participate as individuals will be placed randomly in Zoom breakout rooms for group activities.

Q: What is the difference between purchasing Individual registration for each of my board members versus purchasing a Group Viewing registration?

A: To determine which option is a better fit for your Friends group, consider the following:

- If you purchase Individual registration for each of your Friends board members, they will each receive (1) their own personalized Zoom link, (2) access to the course to download slides, handouts, and activities, and (3) access to the course for on-demand viewing of the presentations.
- If you purchase Group Viewing registration, accommodation is available for board members who cannot join the group viewing in person; however, please note that course access to download slides, handouts, and activities, and access to the course for on-demand viewing of the presentations is limited to only the main contact. Sharing of logins is not permitted.

Q: My Friends group is not available to participate live on March 22, 2025; however, I want to participate live. If I purchase Group Viewing registration, can my Friends group watch the recording at a later time?

A: Yes, the main contact (the person who redeems the signup code) may attend live as an individual and show the recording later to their Friends group. The main contact receives the Zoom link for the live session, is registered in the course, and has access to all course materials, including on-demand access to the recording. Sharing of logins is not permitted. The main contact must coordinate on-demand group viewing.

Q: How will group activities and breakout rooms work be handled for the live retreat?

A: Participation depends on the type of registration purchased. Please note that breakout rooms will not be recorded.

- Individual Registration: Attendees will be placed in random breakout rooms.
- Group Viewing Registration: Each group will complete activities and breakout discussions in their location.
 - If you request accommodation for board members to join from their own location, a limited number of group-specific Zoom breakout rooms are available. Once you are registered in the Group Viewing course, please refer to the “How to Participate” page for more details.

Q: How many people are included in Group Viewing registration?

A: This retreat is designed for a standalone Friends group to assemble in a single location and view on a single screen. You may include library staff. Please refer to the next question if your library system has multiple branch Friends groups.

- The main contact who redeems the signup code will be registered in the course and have access to the slides, handouts, and on-demand recordings. The main contact will receive a Zoom link one week before the live retreat.
- Zoom access from multiple devices is disabled; however, accommodation is available for board members who need individual viewing from a separate location. Once enrolled in the course, please see the “How to Participate” page for more details. Sharing of logins is not permitted; live attendance and/or on-demand viewing must be coordinated by the main contact.

Q: My library system has branch Friends groups. Can we assemble in a single location and pay for one registration?

A: Each registration is valid for a single, standalone Friends group. If your library system has multiple Friends groups, you can purchase three (3) or more Group Viewing registrations at a discount.

- The higher eligible discount (member or statewide partner) is applied first to the base price.
- The eligible discount for purchasing three (3) or more Friends groups is applied after the eligible member or statewide partner discount.
 - For 3-6 Friends Groups: save an extra 30%
 - For 7-12 Friends Groups: save an extra 35%
 - For 13+ Friends Groups: save an extra 40%
- Group Viewing Registration Examples
 - A library system in CO, IL, or NV has six (6) branch Friends groups. The cost for each group is \$83.44.
 - An ALA personal member’s library system has seven (7) branch Friends groups. The cost for each group is \$87.17 per group.
 - A United for Libraries personal member’s library system has four (4) branch Friends groups. The cost for each group is \$67.80.

Updated 1/8/2025