

Chapter Relations Committee Annual Conference 2017 Report

Committee Charge:

To develop and recognize chapters as integral components of ALA. To encourage discussion, activities and programs that support the mutual interests of ALA and the chapters. To advise when requested on proposals and actions of other ALA units that may affect chapters. To provide a forum wherein chapters can share ideas and concerns of common interest and identify common needs and goals. To communicate these chapter needs and goals to ALA and ALA goals, programs and priorities to the chapters. To encourage and maintain a cooperative and supportive relationship among ALA, its units, and the chapters. To formulate and review periodically requirements for chapter status. To serve as an advisory committee to the Chapter Relations Office.

Committee Members:

Susan J. Schmidt (Chair), Melissa M. Brooks, Kristine L. Ferry, Terri L. Grief, Carol Hanan, Carey D. Hartmann, Julee A. Hector, Patricia Hofmann, Patti McCall, Louis Munoz, Jr, Lisa R. Varga, Steven Bailey (Intern), Jillian K. Hayes (Intern), James Neal (Executive Board Liaison), Michael Dowling (Staff Liaison), Don Wood (Staff Liaison)

Division Representatives to CRC: Nancy J. Weiner (ACRL Representative), Dana Lucile Jemison (ALCTS Representative), Carolyn Larson (RUSA Representative)

CRC Member Liaisons to Other Groups: ALA Task Force on Equity, Diversity, and Inclusion—Majed Khader; Advocacy Coordinating Group—Ben Hunter; Freedom to Read Foundation—Patricia Hofmann; ALA Legislation Assembly—Carey Hartmann; Library Education Assembly—Patti McCall; Literacy Assembly—Jillian Hayes; Planning and Budget Assembly—Carol Hanan; Recruitment Assembly—Lisa Varga

Chapter Relations Committee at Annual Conference

Documents and reports related to this report are located in the Chapter Relations Committee ALA Connect community at <http://connect.ala.org/node/267005>.

Discussions and Action Item (Action Item is distinguished by **Action Item**.)

- The CRC held two meetings (Saturday, June 24, and Monday, June 26) in Chicago. Attendees (approximately 50 each mtg.) included Chapter Presidents, Executive Directors, and Chapter Councilors.
- The CRC organized, with the Chapter Relations Office (CRO), another successful full-day Chapter Leaders Forum. The Forums, which have been held at each Midwinter and Annual for over twenty years, help prepare incoming Chapter Leaders (President-elects, treasurers, Chapter Councilors, Ex. Directors, etc.) for their roles guiding their associations. Fifty-three participants from 31 Chapters attended. Topics covered included "ALA Support for Chapters on State and Local Issues," presented by Marci Merola, Director, and Megan Cusick, Grassroots Specialist, ALA Office for Library Advocacy; "Teach a Committee to Fish," presented by Lisa Varga, Executive Director, Virginia Library Association, and Jeremy Johannesen, Executive Director, New York Library Association; and "Chapter Relations Committee and Communication Subcommittee Update," by Susan Schmidt, Chair, Chapter Relations Committee. The afternoon session was an open discussion on topics and issues solicited from the attendees prior to conference.
- The mission of the Subcommittee on Improving Communication and Coordination Among ALA and its Chapters is to identify potential solutions to improve Chapter engagement by identifying roles for Chapters in national ALA efforts, roles for ALA in Chapter efforts, and solutions to improve the communication among ALA and its Chapters. (See [CRC Report to Council, MW 2017](#), for details on why the subcommittee was established.)

Members of the subcommittee are Susan J. Schmidt, Chair, Chapter Relations Committee, and President, United for Libraries; Gloria Creed-Dikeogu, President, Kansas Library Association; Cynthia Czesak, Member, New Jersey Library Association; Ben Hunter, Chapter Councilor, Idaho Library Association; Jeremy Johannesen, Executive Director, New York Library Association;

Dale K. McNeill, Chapter Councilor, Texas Library Association; Lisa R. Varga, Executive Director, Virginia Library Association; ALA Executive Board Liaison Gina A. Persichini, Member, Idaho Library Association, and Networking Consultant, Idaho Commission for Libraries. Staff Liaisons are ALA President Julie B. Todaro; ALA Executive Director Keith Michael Fiels; Michael Dowling, Director, Chapter Relations Committee; and Don Wood, Program Officer, Chapter Relations Committee.

- On June 16, the subcommittee submitted its final report (EBD 5.14, 2016-2017) to the ALA Executive Board. Below are the highlights from the report:

Subcommittee Activities from December 2016 to March 2017

December

- Reviewed previous reports, plans, and surveys related to the ALA Chapter Partnership focusing on communication, including:
 - **ALA Policies Related to Chapters**
<http://connect.ala.org/files/ALA%20Constitution%20and%20Bylaws%20regarding%20Chapters.doc>
 - **2010-2011 Task Force Report**
http://connect.ala.org/files/final_report_of_the_ala_chapter_relations_task_for_29946-1.doc
 - **Survey: ALA Communication with Chapters** <http://connect.ala.org/files/CRCsurveySummary.docx>
 - **Chapter Relations Committee, 2015: A Strategic Plan:**
<http://connect.ala.org/files/CRC%20Strategic%20Plan%202015%20Red.docx>

January

- Conference Call prior to Midwinter to prepare questions to solicit feedback during Midwinter Conference
- Requested Chapter Executive Directors (ICLAE) to survey members before Midwinter Conference
 - **ICLAE Members Chapter Survey:**
http://connect.ala.org/files/ALACChapter%20Relations%20Survey_DougEvans.pdf
- Midwinter Conference - Gathered feedback at Chapter Leaders Forum, Chapter Relations Committee, Chapter Councilor Forum:
<http://connect.ala.org/files/Chapter%20Relations%20Subcommittee%20on%20Communications%20-%20Notes%20from%20poster%20exercises.docx>

February

- Sent survey to Chapters without Executive Directors
<http://connect.ala.org/files/2017%20Chapter%20Survey.pdf>
- Committee set up five mini-committees to discuss in relation to the charge
 - Combining Task Force Reports, Poster Questions, Misc. Surveys
 - Review Liaisons and Representatives to ALA Committees and Divisions
 - Orientation for Councilors and Chapter Leaders
 - Resources for Chapters on ALA Site
 - Relationship of Chapters to ALA

March

- Mini committees met, with some connecting with other ALA units to gather information or discuss opportunities
- Subcommittee met with a conference call to discuss opportunities for action; confirmed recommendation to move ahead on some recommendations, with others still needing further discussion

April

- *Several members of Subcommittee and CRO discussed (in individual conversations) issues of concern and action items*
- *Outcomes and timing were deliberated and laid on the table for further consideration*

May

- *CRC members selected to participate in new joint Libraries Transform Committee*
- *Immediate appointments were made to Committee on Legislation Subcommittee on Grassroots Advocacy and Committee on Legislation*
- *Developed New Chapter Leader's Orientation Webinar*

June

- *Final recommendations were drafted by CRO and sent to Subcommittee for consideration.*
- *Communicated with CRC Subcommittee and Committee Members regarding final report*

Subcommittee Recommendations

Roles for Chapters in National ALA Efforts

1. *Created a joint subcommittee of the ALA Public Awareness Committee and Chapter Relations Committee with three members from each that will work on state and regional participation in the "Libraries Transform" campaign. Initial meeting will take place via conference call on June 20.*
2. *Reviewed liaisons and connections between the Chapter Relations Committee and other ALA Committees such as Committee on Legislation, Intellectual Freedom Committee. CRC representative being added to COL Grassroots Committee.*

Roles for ALA in Chapter Efforts

1. Enrich the "Chapter Leaders Forum" (presented by the Chapter Relations Committee and Chapter Relations Office at each ALA Midwinter and Annual Conference, and provides an opportunity for chapter leaders to meet and discuss topics of interest. The Forum presents a full agenda on a variety of topics to help association leadership). The Forum will continue during Annual and Midwinter Conferences.
2. Continue support of Advocacy software system to help Chapters advocate at the state and local levels.
3. Continue quarterly Chapter Advocacy Exchange Webinars (initiated in 2016 as a partnership between Office for Library Advocacy and Chapter Relations Office). Webinars: October 28, 2016, "Leveraging Advocacy Resources to Strengthen All Chapters"; January 12, 2017, "The Year Ahead"; March 2, 2017, "Busy Time in Statehouses"; May 24, 2017, "Maintaining the Momentum."
4. Initiate "Strong Library Association" Webinars in July 2017 (Develop webinars for state library associations with and without an Executive Director; focus on sharing best practices such as member recruitment, conference development, etc.) <http://www.ala.org/advocacy/chapter-advocacy-exchange>

Improve the Communication Between ALA and its Chapters

1. *Developed a "Chapter President-elect ALA Welcome Package" which was sent to new presidents-elects beginning in May.*
 2. *Initiated "New Chapter Leader Orientation Webinar" on June 8. Twenty-five new chapter leaders participated in webinar on the ALA Chapter Partnership which focused on structure, communication, advocacy, and resources. Next iteration will be in December for those new chapter leaders ascending after the fall conferences.*
 3. *Ongoing participation in Council Orientation during Annual and Midwinter Conferences with an emphasis on new Chapter Councilors*
 4. *Renew "Chapter Councilor Webinar"*
(A Chapter Councilor Webinar was hosted for several years by Joseph Eagan (Council Orientation) and Gina Persichini (ALA Executive Board); new presenters will be recruited; launch schedule beginning October 2017)
 5. *Two programs at ALA Annual 2017:*
 - a. *Crisis Communication: Who Speaks for Your Library? co-created and co-sponsored by CRC, RUSA, and United for Libraries*
 - b. *"Partnerships to Strengthen School Libraries" with AASL and OLA*
 6. *Project State Ecosystems (ALA Chapters & AASL Affiliates Unite!) AASL, CRO, and OLA will work together to develop a more collaborative relationship and stronger coalition between ALA Chapters and AASL Affiliates*
 7. *Retain the Chapter Relations Committee Subcommittee on Communications following the June 2017 Annual Conference. Will become a standing committee of CRC.*
- The CRC invited seven speakers to attend CRC sessions: Jeff Julian, Director, Public Awareness Office (PAO); Kristin Pekoll, Assistant Director, Office for Intellectual Freedom (OIF); Kathi Kromer, AED, and Adam Eisgrau, Managing Director, Washington Office; Jody Gray, Director, Office for Diversity, Literacy, and Outreach Services (ODLOS); Martin Garner, chair, Task Force on Equity, Diversity, and Inclusion; and Ron Jankowski, Director, Membership. Highlights include:
 - Jeff Julien provided the CRC with "Libraries Transform by the Numbers," a status overview the public awareness campaign. As of June, more than 7,100 libraries have joined the campaign. PAO continues to add new online tools and fresh content. Julien also discussed the formation and purpose of the Joint Committee between the Public Awareness Committee and the Chapter Relations Committee. Three members from each committee will work on state and regional participation in the "Libraries Transform" campaign. Initial meeting occurred via conference call on June 20. On Monday Julien and the Public Awareness Committee chair, Jodie Borgerding, will present a proposal to the ALA Executive Board that the campaign be extended for an additional 3 years. If accepted, Libraries Transform will remain a campaign through August of 2020 and be appreciated as an endeavor ALA supports.
 - Kathi Kromer and Adam Eisgrau reported that ALA advocacy efforts were stronger than ever. They urged the Chapters to contact them to let them know how they can help the Chapters in their advocacy efforts.
 - Martin Garner noted that the Final Report of the ALA Task Force on Equity, Diversity, and Inclusion, June 2016, included recommendations that the task force had delegated to specific ALA units. Host Chapters for ALA Annual Conferences are asked to create a list of local minority-owned businesses and cultural institutions with a focus on issues related to EDI for conference attendees to frequent / support. The ALA Executive Director, Associate Executive Director, and Chapter Relations Office are asked to conduct interviews and focus groups around the country on EDI issues within the association and the profession, using the model of the Kitchen Table conversations but expanding their reach beyond conference attendees. Garner asked Chapters to work with ODLOS to help disseminate the task force report. Council adopted the Resolution on Libraries as Responsible Spaces, which "urges libraries to embrace the mantle of responsible spaces by adopting and enforcing user behavior policies that protect patrons and staff from harassment while maintaining our historic support for the freedom of speech, encourages libraries to develop community partnership programs with and promote services to underrepresented and unacknowledged community members, encourages libraries to sponsor programs fostering meaningful and

respectful dialogue in community, and directs the Committee on Diversity, with the support of the Office for Diversity, Literacy, and Outreach Services and the ODLIS Advisory Committee, to develop, provide, and disseminate materials and programming for libraries that deter hate, foster community, and oppose bigotry toward or oppression against any group." He asked Chapters to help COD disseminate the information.

- Jody Gray noted that the Equity, Diversity, and Inclusion (EDI) section in the ALA strategic directions document does not replace the EDI Implementation Working Group (IWG) efforts to implement the recommendations of the Task Force on EDI with the units designated by the Task Force final report. Units charged with a recommendation that do not have an official representative on the IWG shall be appointed a liaison from the Working Group. The IWG shall explore partnerships with the ALA ethnic affiliates and other related groups as needed to implement the recommendations, and may consider appointing liaisons to other groups, such as the ethnic affiliates, to facilitate communication as needed. Gray also noted that the IWG was developed to talk about conference and how to make it a more inclusive, diverse space, whereas the strategic direction document opens the conversation up to what are we doing across the association in terms of educating, programming, communications, etc. Ascertaining how to measure equity, diversity and inclusion effectively requires a conversation within the profession. ODLIS welcomes input and feedback from the Chapters
- Ron Jankowski noted the five-year cycle for membership dues, which are tied to Consumer Price Index (CPI), is coming to an end. The ALA Membership Committee is reviewing over next steps. Jankowski welcome comments from the Chapters. Jankowski pointed out that there are now 43 Chapters partnering with ALA in the joint student membership program.
- Kristin Pekoll works with state intellectual freedom chairs. She urged the Chapters to ensure their chairs know they can find support from OIF. She assured the CRC that OIF works with libraries without informing Chapters only if the challenge is confidential. Pekoll noted that the Intellectual Freedom Bootcamp is very popular. OIF welcomes topic suggestions for this training. Adding a field to the State of the Chapter reports to note the number challenges to library materials that the Chapters learn of was discussed.
- Elizabeth Fox, South Dakota Chapter Councilor, volunteered to lead the Chapter Councilors Forum in its discussions. Amy Lappin, New Hampshire Chapter Councilor, volunteered to help facilitate those discussions. Fox reported that the Chapter Councilors appreciated the work of the Subcommittee on Improving Communication and Coordination Among ALA and its Chapters. They asked that an orientation for new Chapter Councilors include how all the groups within ALA work together. New Chapter Councilors would welcome an orientation from United for Libraries (UFL) on trustees. Engage is well liked. It was generally believed that it is quite useful to communicate with advocates quickly. The Chapter Councilors would like to encourage school librarians to run for Council for better representation. Chapter Councilors would like Chapters to be represented on the ALA Conference Planning Committee. Chapter Councilors would like meeting spaces to be closer to Council so they can be sure to attend all the meetings they are required to attend.
- In light of the time devoted to the work of the Subcommittee on Improving Communication and Coordination Among ALA and its Chapters (AKA Subcommittee on Communications) and other speakers, liaisons and representatives were asked to submit reports after the ALA Annual Conference.

2018 Midwinter Meeting in Denver, CO

- Having been made permanent, the Subcommittee on Communications will continue its work to improve communication and engagement. The Chapter Relations Office, the CRC, and Chapter leaders will work together to create orientation webinars for new Chapter leaders, including new Chapter Councilors. The Joint Committee between the Public Awareness Committee and the Chapter Relations Committee will meet face-to-face.