

Chapter Relations Committee Midwinter Meeting 2018 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 L. Jennings (Chair), Steven K. Bowers, Melissa M. Brooks, Cynthia Czesak, Ann Dutton Ewbank, Terri L. Grief, Julee A. Hammer, Carey D. Hartmann, Jillian K. Hayes, Patricia Hofmann, Amy Lappin, David Schappert, Steven Bailey (Intern), LaMoya Burks (Intern), Patty Wong (Executive Board Liaison), Michael Dowling (Staff Liaison), Donald Wood (Staff Liaison)

Division Representatives to CRC: Rachel Minkin (ACRL Representative), Jacqueline Toce (ALCTS Representative), Brian Greene (LITA Representative), Jason Kruse (RUSA Representative)

CRC Member Liaisons to Other Groups: Advocacy Coordinating Group—Cynthia Czesak (2017-2018); Freedom to Read Foundation—Patricia Hofmann (2017-2018); ALA Legislation Assembly—Carey Hartmann (2017-2018); Library Education Assembly—Patti McCall (2017-2018); Literacy Assembly—Jillian Hayes (2017-2018); Planning and Budget Assembly—Ann Dutton Ewbank (2017-2018); Recruitment Assembly—Julee Hammer (2017-2018)

Chapter Relations Committee at Midwinter Meeting

Documents and reports related to this report are located in the Chapter Relations Committee ALA Connect community at <http://connect.ala.org/node/270932>.

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

- The CRC held two meetings (Saturday, February 10, and Monday, February 12) in Denver. 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, Executive Directors, etc.) for their roles guiding their associations. Fifty-seven participants from 29 Chapters attended. Topics covered included “New AASL Standards,” presented by Stephen Yates, AASL President, and Terri Grief; “Revenue Streams Beyond Membership and Conference: A Discussion of Successes and Failures,” presented by Lisa Varga, Executive Director, Virginia Library Association; “Getting Advocates to Advocate,” presented by Jeremy Johannesen, Executive Director, New York Library Association; “ALA State & Local Advocacy Efforts Report,” presented by Megan Cusick, Grassroots Specialist, Office for Library Advocacy; and “Partnerships that Grow Leaders and Drive Engagement,” presented by Erin Downey, Vice President, Idaho Library Association. The forum also included a World Café Discussion and an open discussion following lunch on topics and issues solicited from the attendees prior to and at 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.) The CRC made the Subcommittee on Improving Communication and Coordination Among ALA and its Chapters permanent following the 2017 ALA Annual Conference. Current members of the subcommittee are Susan L. Jennings (Chair), Cynthia Czesak, Julie A. Hammer, and Amy Lappin. Staff liaisons are Michael Dowling and Donald Wood. The newly formed subcommittee appreciated the Chapter Relations Office for presenting a webinar for newly elected Chapter leaders and a webinar for newly elected Chapter Councilors, and for sending welcome messages to newly elected Chapter leaders and newly hired Executive Directors. The subcommittee did not introduce any new initiatives.

- Michael Dowling, director, Chapter Relations Office, reported on the activities of the office. The following are the highlights:
 - As of this conference, 35 Chapters are using Engage and 15 are using Capwiz. It is anticipated that two additional Chapters will migrate to Engage soon after Midwinter.
 - American Association of School Librarians (AASL), Office for Library Advocacy (OLA), and Chapter Relations Office (CRO) have embarked on a yearlong initiative to strengthen state library ecosystems through unified messaging and identification of shared priorities for action. This initiative follows the more than 40 ESSA (Every Student Succeeds Act) Implementation Workshops that AASL conducted across the country during 2016-17, to ensure that school librarians were at the table as states and districts develop their implementation plans for federal education legislation. The State Ecosystem Initiative was launched at ALA Annual in 2017 with a panel on Partnerships to Strengthen School Libraries and will continue with virtual and in-person programming, as well as the development of strategic resources, with a culminating event at ALA Annual in June 2018. As part of this initiative, on Sunday, February 11, CRO, OLA, and AASL met with the AASL affiliates and invited Chapter representatives with the goal to create the beginnings of strategic alignment among these groups, articulate common values, and develop common priorities for collaborative action and advocacy. Facilitated by Kathryn Deiss, the event was entitled “School Library Advocacy: Enhancing Collaboration and Strengthening Library Ecosystems.” Opening remarks were delivered by ALA President Jim Neal; Michael Dowling, Director, ALA Chapter Relations Office; Marci Merola, Director, ALA Office for Library Advocacy; and Sylvia Norton, Executive Director, American Association of School Librarians.
 - On recommendation of ALA’s Chapter Relations Committee, each year the Chapter Relations Office asks all Chapters to complete an online survey (State of the Chapter Annual Report) to provide an overview of their past year’s activities. These overviews help Chapters and ALA (1) assess the health and vitality of state and regional library associations, (2) highlight notable activities and achievements that can be modeled, and (3) identify challenges and needs that may be addressed collectively. The 2017 State of the Chapter Report contains data for FY2016; the 2016 State of the Chapter Report, for FY2015, and so on. The next survey will be in 2019, in order to thoroughly review the questions and survey schedule.
 - Subcommittee on Improving Communication and Coordination Among ALA and its Chapters is progressing (see above).
 - Money Smart Week is April 21-28, 2108. See <http://www.ala.org/aboutala/offices/money-smart-week>.
 - Chapters are encouraged to provide opportunities for ALA leaders and staff to present at their annual conferences. He noted the president and president-elect are available, as well as staff such as Marci Merola, Director, Office for Library Advocacy, and James LaRue, Director, Office for Intellectual Freedom, who are much in demand to deliver their advocacy boot camp programs.
- The CRC invited three speakers to attend CRC sessions: Doug Evans, Executive Director, Ohio Library Council, and Chair of the International Council of Library Association Executives (ICLAE); Jeff Julian, Director, Public Awareness Office (PAO); and Kathi Kromer, AED, Washington Office. Highlights include:
 - Doug Evans presented highlights from the ICLAE meeting. ICLAE will work with CRO to bring Ben Bizzel, library technology and marketing specialist, national speaker, consultant, and author of Start a Revolution: Stop Acting Like a Library, to present at the June 2018 Chapter Leaders Forum.

- Jeff Julien said three members each from the ALA Public Awareness Committee and Chapter Relations Committee formed the PAO/CRC Libraries Transform Joint Committee. This joint committee will work on state and regional participation in the “Libraries Transform” campaign. An initial meeting occurred via conference call on June 20, 2017. At this Midwinter, the committee discussed how to foster and support Chapter use of the campaign. Working together allows ALA and the Chapters to create hubs in each state around issues to coordinate use of Libraries Transform materials around national topics. State-specific Libraries Transform logos have been created that will be available for free in March, in addition to templates for customized “Because” statements. The Libraries Transform toolkit also includes logos, guidelines, programming ideas, and more.
- Kathi Kromer reported on ALA’s upcoming efforts to retain funding for the Institute of Museum and Library Services and the majority of federal library funding. Progress on efforts will be recorded on the Washington Office’s #FundLibraries website at <http://www.ala.org/advocacy/fund-libraries>. Kromer noted the importance of year-round advocacy engagement.
- Patty Wong, ALA Executive Board Liaison to the CRC, encouraged the Chapters to weigh in on ALA’s drive for “Organizational Effectiveness.” Wong said the ALA Executive Board anticipates hiring a new Executive Director by MW2020.
- Amy Lappin, New Hampshire Library Association Chapter Councilor, volunteered to lead the Chapter Councilors Forum in its discussions in Denver. Ellen Ruffin, Mississippi Chapter Councilor, volunteered to help facilitate those discussions. Lappin and Ruffin reported highlights from the forum. One discussion focused on whether communications with the Chapters would suffer because of an ALA organizational restructuring. Lappin asked whether a letter should be sent to the ALA Executive Board and Director voicing support for maintaining and strengthening ALA communications with the Chapters. The CRC decided to send the letter after Midwinter.
- Michael Dowling, Director, Chapter Relations Office, and Susan L. Jennings, Chair, Chapter Relations Committee, discussed disaster relief and response. CRO maintains Helping United States Libraries after Disasters, an online resource to help libraries affected by natural disasters (<http://www.ala.org/aboutala/offices/cro/getinvolved/helpinglibraries>). CRO is soliciting Chapter volunteers to help with disaster relief programs by developing proactive approaches.
- Time was allotted to the reports by the liaisons and representatives.

2018 Annual Conference in New Orleans, LA

- The newly formed Subcommittee on Improving Communication and Coordination Among ALA and its Chapters will meet by conference call prior to the ALA Annual Conference and present any new initiatives to the full committee before or at Annual. The PAO/CRC Libraries Transform Joint Committee will continue to work on state and regional participation in the “Libraries Transform” campaign and present a report on its efforts at Annual. The CRC will have a conference call prior to Annual, and members will participate in the Chapter leaders and Councilor webinars.