

TO: ALA Executive Board

RE: ALA and Affiliate Relations

ACTION REQUESTED/INFORMATION/REPORT: See draft motion below

ACTION REQUESTED BY:

Sandra Hughes-Hassell (smhughes@email.unc.edu), 2017 – 2018 YALSA President, on behalf of YALSA's Board of Directors

CONTACT PERSON:

Beth Yoke, YALSA Executive Director, byoke@ala.org or 773.547.4879

DRAFT OF MOTION:

The ALA Executive Board directs the ALA Interim Executive Director to 1) designate a department or staff person to explore best practices in association industry affiliate relations and present findings to the ALA Executive Board for their June 2018 meeting in New Orleans; 2) work with ALA staff to arrange for in-person and/or virtual discussions between Affiliate and ALA leaders between July 2018 and Nov. 2018 to discuss findings; 3) work with Affiliate and ALA leaders in Dec. 2018 to identify actionable items from discussions and present them to the ALA Executive Board for their January 2019 meeting.

DATE:

January 17, 2018

BACKGROUND:

Affiliates present opportunities for ALA to expand its reach and impact, and ALA has a long history of connecting with similar organizations through an affiliate arrangement. As both ALA and the affiliates have grown and evolved, it makes sense to revisit the arrangement to ensure it is not only meeting the needs of both parties, but is being leveraged strategically. Given that ALA has recently added equity, diversity and inclusion as a goal to its Strategic Plan, and that one of ALA President Jim Neal's areas of focus is building partnerships, now is an optimal time to explore how ALA and affiliates might act on Jim Neal's goal to "advance our shared interests and clout, and to develop cooperative programs and activities." YALSA President, Sandra Hughes-Hassell, on behalf of YALSA's Executive Committee, has submitted the following proposal for the ALA Executive Board's consideration.

Challenge

YALSA's 2016 - 2018 Organizational Plan has a goal of diversifying the membership by 20% over three years. YALSA staff put together a strategy for working toward the goal which included outreach to ALA Affiliates. Initial outreach led YALSA to discover a few barriers:

- ALA does not have access to membership information of Affiliates
- Ethnic Affiliates are not willing to rent their member lists to a unit of ALA (based on a request made to them by YALSA)

- Affiliates are often volunteer-led with no staff, and the regular turnover of member leaders creates a challenge to building strong relationships between ALA and Affiliates
- The responsibility for maintaining relationships and providing support to Affiliates seems to be dispersed across multiple ALA units, and the responsibility for engaging with Affiliates does not appear to be assigned to any one position on a full-time basis

Recommendation

Revisit the relationship between ALA and Affiliates to strengthen ties and create opportunities to work together to advance ALA's Strategic Plan and Jim Neal's presidential focus. Commit to a long-term goal of building the capacity of Affiliates so that they are not only better suited to achieve their goals, but to collaborate with ALA in serving as the voice of America's libraries. To take steps toward achieving this, ALA could:

- Direct the Interim ALA Executive Director to designate an ALA department or staff person (such as the director of the Library and Research Center) to explore best practices in the association industry for affiliate relations, and present findings to the ALA Executive Board for their June meeting in New Orleans. Based on findings, engage ALA affiliate representatives in virtual and in-person discussion(s) between July 2018 and November 2018 to identify how best to strengthen affiliate relations for mutual benefit, which are then presented to the ALA Executive Board for their consideration at their January 2019 meeting. Possible actions could include:
 - Revisit the list of benefits and expand them beyond conference-focused activities. Examples could include:
 - Inclusion in the Youth Media Awards, provided the Affiliate has a youth award
 - Inclusion of Affiliate news items in AL Direct, Cognotes, and/ or *American Libraries*
 - Ability to receive ALA mailing lists at a discounted rate, or as part of a reciprocal arrangement
 - Microsite on ALA Connect
 - Inclusion of Affiliate President-Elects in ALA/Division President-Elect training
 - Press release distribution
 - Creating an a la carte menu of fee-based operational activities that ALA could perform for Affiliates, such as:
 - membership data management
 - insurance
 - meeting planning
 - website hosting
 - training for members on topics such as association governance, leadership, and advocacy best practices
 - Articulate the benefits to ALA from affiliating with other organizations
 - Develop a Memorandum of Understanding for ALA and Affiliates to sign that outlines the responsibilities of each party
 - Streamline internal processes for Affiliate relations and expand staff support
 - Put processes in place to ensure regular evaluation of ALA and Affiliate relations
 - Identify other organizations which would be strategic for ALA to form an affiliation with
 - Explore the desirability of establishing an ALA member group or committee that supports Affiliates and ALA-Affiliate relations
 - Leverage willing Affiliates and ALA units to pilot specific activities for potential scaling up across all Affiliates

Additional Information

- ALA and Affiliate Information:
 - ALA President's Report, fall 2017:
www.ala.org/aboutala/sites/ala.org.aboutala/files/content/governance/reports/ebd7.0_presidentsreport.pdf
 - Criteria and procedures for affiliation: www.ala.org/aboutala/affiliates/affiliates/criteria
 - List of benefits for affiliating with ALA:
www.ala.org/aboutala/affiliates/affiliates/benefits
 - List of current ALA Affiliates: www.ala.org/aboutala/affiliates/affiliates/current
- Selection of Association Industry Affiliate Resources
 - ASRT Affiliate Relations: <https://www.asrt.org/main/about-asrt/affiliates>
 - How to Cultivate Dynamic National-Component Relationships:
https://www.asaecenter.org/resources/articles/an_plus/2017/july/how-to-cultivate-dynamic-national-component-relationships
 - Improve Component Relations with a Chapter Advisory Board:
https://www.asaecenter.org/resources/articles/an_plus/2017/july/improve-component-relations-with-a-chapter-advisory-board
 - NCTM Affiliate Relations Guide:
[https://www.nctm.org/uploadedFiles/Affiliates/resources/AffiliateRelationsGuide\(revised112016\).pdf](https://www.nctm.org/uploadedFiles/Affiliates/resources/AffiliateRelationsGuide(revised112016).pdf)