2018 August
ALA Councilor report to WLA Exec Board and members
Brian Greene

Thank you for allowing me to represent Wyoming and the Wyoming Library Association on ALA Council. It has been quite the honor and a great privilege to do so on your behalf.

I want to recognize **Sandy Barstow**, longtime ALA member, who just completed her tenure as an ALA Councilor-at-Large. I understand she will joyously be joining the ranks of "Wyoming Librarians Retired" after a very distinguished career at the University of Wyoming later this month. And I also want to recognize **Janice Grover-Roosa** and **Terri Lesley** for stepping up to be our **next WLA/ALA Chapter Councilor**. There is lot of positive change happening in ALA as you will see by this report. For the one elected, I pledge my support and much guidance in making this transition in leadership as smooth as possible. Don't forget that Janice or Terri will also be your next **Intellectual Freedom advisor** too.

ALA's core mission is critically important: **To provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all**.

ALA is focused on **four strategic directions**:
   1) advocacy
   2) information policy
   3) professional and leadership development
   4) equity, diversity, inclusion

As of May 2018, membership has increased to 57,221:
Personal - 53,514
Organizational - 5,210
Corporate - 154

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WLA and ALA Joint Member Program update
What is it? This is opportunity for library school students to be members of WLA and ALA for one low price. Forty-six chapters (West Virginia just signed on) now allow students to join and rejoin a state library association AND ALA for one low price of $ 40 through August 31 this year. In September the dues increase will rise sharply to $42.

I brought this to the attention of the WLA Executive Board last fall. And it was referred to the Bylaws Committee. I sincerely hope we can make this happen this year.

Joint Student Membership Partnership between ALA and Chapters: How does the program work?
http://www.ala.org/aboutala/joint-student-membership-partnership-between-ala-and-chapters-how-does-it-work

Why should a library school student join their state association/chapter?
http://www.ala.org/membership/article/2014/join-your-state-library-association-today-0

ALA student membership: questions answered
http://www.ala.org/aboutala/ala-student-membership-your-questions-answered
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Some talking points:

School libraries and school librarians - Serious efforts are being made to focus library community advocacy for school libraries and school librarians since both are foundational in the preparation of students who love to read and are college and career ready. On this topic, a summit was convened at ALA Headquarters in Chicago this past spring. **Jamie Markus, State Librarian**, had the honor of representing COSLA, the Chief Officers of State Library Agencies at this summit.

I participated in the **ALA Midwinter Meeting in Denver** where I was on team the moved a resolution to congratulate the MPLA on its 70th Anniversary this year, in the city of Denver where it started.

I participated in the **ALA Annual Conference in New Orleans** this past June.

Investment budget
The proposed ALA FY2019 budget begins a 3-year investment cycle designed to build capacity in critical infrastructure areas (information technology), in revenue development (ALA Development) and in core mission-forward activity (advocacy).   During this period, ALA will utilize its strong financial position to improve operational capacity and businesses to sustain the growth of the Association following this investment cycle and through coming decades. For additional background see:
http://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/ebd14_9_financial_planning.pdf

Organizational Effectiveness and Governance Review
At the 2018 Midwinter Meeting in Denver, the Board issued a call for ALA Council, Committees, Round Tables, Divisions, and the myriad Communities of Practice to consider what it would take to align ALA's organizational structure, policies and rules with the Association's mission and its 21st century values, key action areas and strategic directions. Those discussion will continue at the 2018 Annual Conference.   Discussion during the New Orleans conference will explore some "what ifs," such as: *What if we were to….*

·   *Shift from a structure largely based on standing committees to one largely based on as-needed groups with a core of standing committees?*

·   *Shift from a "governance" model to an "engagement" model for many specialty groups?*

·   *Create a stronger ALA Chapter/State Association structure to enhance advocacy for libraries?*

·   *Reimagine the Board/Council composition, structure and relationship?*

·   *….or raise your own "what if" for exploration.*

For more see:
http://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/governance/council/council_documents/2018ac_council_docs/cd_35_1_Orgn_Effectivness_Plan_Rev_%20AC18.pdf)

Membership and Communications Study

ALA contracted with Avenue M Group, a market research firm, to conduct a communications and membership study with the goal of improving our services to members. Work on the study began in April with interviews of ALA staff and members. The next phase of the study will be a survey to members, as well as some lapsed members and some prospective members, in July. Final recommendations in the study will be reported to ALA in October.

On membership, questions such as the following were posed:

·   *What are the barriers that may prevent individuals from joining ALA?*

·   *Are there membership models that might better respond to the needs of current and prospective members?*

·   *How might we improve or increase member engagement?*

 In the areas of communications, the key objective is to develop an overall high-level strategy for more consistent communications with members. Questions included such things as:

·   *How do we refresh and refocus on message framework?*

·   *How do we focus individual communications for specifically to avoid "over-communicating" with members (a frequent member complaint)?*

·   *How might we more effectively coordinate and collaborate across units – again, to avoid "over-communicating" and confusion.*

Internal Reorganization

Some internal reorganization was and remains essential in order to allocate staff resources to critical areas, to support changing workflows and changing member needs, and to take advantage of new approaches and new opportunities in critical mission areas. Internal changes to date are "neutral" in their impact – that is, no particular outcome to the Organizational Effectiveness/Governance Review is assumed, although an overall improvement in simplicity and clarity is assumed.

Aligning Advocacy - Stronger Chapter/State Relationships
Over the next 3-5 years, ALA – working closely with Chapters and other State Associations (e.g., AASL Affiliates, ACRL Chapters) -- will build a national network of key library advocates, a minimum of one in each Congressional district, supported by ALA core resources in both Chicago and Washington DC, and linked to and collaborating with the state organizations, based on agreements within individual states. During the coming months, ALA will identify year-one pilot locations.

Policy Corps
The pilot year ALA Policy Corps was launched as part of Jim Neal's presidential program, in collaboration with AASL, ACRL, PLA, United for Libraries and the ALA Washington Office. Member leaders across the Association contributed time and expertise.   The roots of the Policy Corps are in the Policy Revolution! Initiative (http://www.ala.org/advocacy/pp/pub/revolution), led by the Washington Office and funded by the Bill & Melinda Gates Foundation, and in the expanding Libraries Transform (http://www.ala.org/advocacy/libraries-transform-campaign). It focuses on sustained public advocacy.

European Union General Data Protection Regulation (GDPR)
GDPR went into effect on May 25, 2018. It regulates the "processing" of "personal data" of EU residents. It is considered "human rights" legislation and follows EU resident around the world – even if resident in the U.S. if the E.U. remains the primary place of residence. It impacts the use of the services and products of organizations outside the E.U., including ALA, by E.U. residents.   Like other organizations, ALA has worked with legal counsel to implement the necessary policies.

·   Based on legal counsel's advice we have updated ALA's Privacy Policy on the website and have created a Personal Data Notification statement that is being added to forms.

·   The ALA is also compiling a list of vendors to provide an authoritative list to post online as part of our updated Privacy Policy.

·   A Data Processing Agreement will be amended to current contracts and added to all future contracts where personal data is gathered, processed or provided.

·   A staff steering committee is being formed that will be working on additional compliance recommendations and policies.

For additional information see: https://itts.ala.org/news/2018/06/18/eu-gdpr-frequently-asked-questions/

ALA ITTS

The FY2019 Investment Budget includes a substantial investment in enhanced technology services to ALA. The [2018 ALA Technology Investment Plan](#) contains both background on ALA's "technology debt" and a proposed pathway forward to the implementation of a stable, flexible platform that will support ALA's membership and programs into the future. The plan calls for a multi-year, phased approach. In addition to the baseline systems addressed in the plan, the increased capacity allows ALA ITTS, working with program units, to realistically explore the implementation of targeted products to address specific volunteer and staff productivity needs.

The full ITTS report to the ALA Information Technology Advisory Committee is available at https://itts.ala.org/news/2018/06/04/itts-update-report-to-the-information-technology-advisory-committee-itac-for-annual-2018/ .

ALA Midwinter

The ALA Conference Committee continues to weigh options including **(a)** changes to the Midwinter Meeting, **(b)** elimination of the Midwinter Meeting, and **(c)** elimination of the Midwinter Meeting and replacement with a new ALA event.

Executive Director Recruitment is ongoing – we're in very capable hands of ED Mary Ghikas

At their Fall 2018 meeting, the ALA Executive Board will discuss the search committee, the search firm and the job description for the executive director search. The search is expected to open immediately following the 2019 Midwinter Meeting in Seattle, with the intent to have final candidates meet with the Executive Board at its Fall 2019 meeting in Chicago. Mary Ghikas will continue as Executive Director through Midwinter 2020 and will work with the ALA Executive Board to introduce the newly-hired Executive Director at the 2020 Midwinter Meeting.

My Council attendance and voting record can be found at this link. 2018 conferences have yet to be posted:

http://www.ala.org/aboutala/governance/council/attendance_voting/vote_tally2004_2011