

**American Library Association  
Final Report of Camila Alire, ALA President  
ALA Annual Conference – Washington, D.C.  
June, 2010**

It has been a great honor to serve as president of the American Library Association. What arewarding experience it has been for me. I had the opportunity to meet many new people – ALA andnon-ALA members – in the United States and various other countries. The following is a recap of my presidential year.

**Initiatives**

I am most proud of what my Steering Committee and I, in concert with several presidential workgroups, accomplished.

My main initiative, **Frontline Library Advocacy**, is alive and well within ALA Advocacy Office's Advocacy University. Access to the initiative materials can be found at: [www.ala.org/frontlineadvocacy](http://www.ala.org/frontlineadvocacy).

My vision for this initiative was to start getting frontline librarians and other library staff engaged and empowered to articulate the value of their respective libraries and their value as library employees. Ironically, this vision started before the present economic downturn that our country is experiencing. Now the Initiative is more timely than ever before.

The presidential workgroups that developed the materials for this initiative represent members from public, academic, school, and special libraries. They did a yeoman's job of getting the Initiative Toolkits for each type of library completed in time for me and others to conduct workshops all over the country on frontline advocacy. These materials are now available for anyone 1) to copy/adapt for the development of frontline library advocacy plans and efforts in individual libraries and/or 2) to deliver workshops on frontline advocacy.

Now that the toolkit materials are available for each library type, a tutorial for frontline library employees will be available to access at their convenience this summer after ALA Annual. Access to that tutorial will also be available through Advocacy University. A webinar will be ready for registration this fall.

Thanks to the Neal-Schuman Foundation, printed postcards are available now for frontline employees and administrators. There are cards for all four types of libraries - public, academic, school, and special. Those cards will be distributed at Annual in various venues

but a multitude have been printed for use at state chapter conferences, frontline advocacy workshops, etc.

Last but not least, we are delivering a Frontline Library Advocacy Train-the-Trainer preconference at ALA Annual-D.C. This preconference was by invitation and directed to the state chapters. We have over 100 people signed up for that preconference. The purpose of the preconference is to get more people trained to do these frontline advocacy workshops in their home state. Each participant agrees to conduct at least two workshops in their state.

The second initiative, **Advocacy for Literacy**, was kicked-off this spring by the five ethnic affiliates. My vision for this initiative was to recognize the spirit that El Dia de Los Ninos/El Dia de Los Libros has brought to literacy and children. El Dia has been an ALSC, Reforma, and Pat Mora (author/founder) cooperative.

Each affiliate put together a presidential workgroup to develop Family Literacy Focus (FLF) projects that have been piloted across the country and can be replicated by public libraries that serve any or all of our minority communities. They also developed a program for this conference around their FLF. The following projects are now available for replication (specific data is available in the Appendix):

Asian/Pacific American Librarians Association (APALA) and American Indian Library Association (AILA) did a joint project with selected public / tribal libraries (3 each for APALA and AILA) hosted nine *Talk Story: Sharing Stories, Sharing Culture* events in May and June. APALA and AILA developed a web site ([www.talkstorytogether.org](http://www.talkstorytogether.org)), program manuals for library staff to download, a searchable database of family literacy story times, which will allow libraries to add more information, poster templates, brochure, and bibliographies listing children and young adult literature.

The Black Caucus (BCALA) launched an intergenerational literacy project, entitled *Reading is Grand! Celebrating Grand Families @ **your library***, targeted at grandparents raising their grandchildren. This inaugural event was held at the Whitney Young Branch of the Chicago Public Library on June 1, 2010. BCALA created templates for posters, toolkits, brochures and other promotional materials which can be located at <http://bcalareadingisgrand.weebly.com/index.html>.

The Chinese American Librarians Association's (CALA) project, *Dai Dai Xiang Chuan: Bridging Generations, a Bag at a Time*) brings generations together through literacy and cultural activities. CALA created a web site (see <http://daidai.cala-web.org>) which includes a blog, a photo album for participating families, and a resources tab for other libraries to replicate the CALA literacy program.

REFORMA: The National Assn. to Promote Library and Information Services to Latinos & the Spanish Speaking developed their literacy program, *Noche de Cuentos*, to be celebrated in conjunction with World Storytelling Day, March 20-27, 2010. Materials can be found at: <http://nochedecuentos.wordpress.com/>

Now that I am at the end of my presidency, people have been asking me what has been the most memorable feature of my presidential year. I would have to say that it has been the successful results of my two advocacy initiatives – frontline and literacy. To see my vision for each of these foci starting with the ideas and then actually coming to fruition is extremely rewarding! I know that I have made a difference as the 2009/10 ALA president!

#### Presidential Task Forces/Working Groups

As president and working with ALA Council and the ALA Executive Board, I appointed the following presidential task forces: Young Librarians (aka “Young Turks”), Google Settlement, Traditional Cultural Expressions, and a Special Committee to Review ALA’s Constitution & Bylaws.

The Young Professionals Task Force has submitted its recommendations to the ALA Executive Board at this Annual Conference. These recommendations include identifying strategies and actions for consideration by ALA, its offices, committees, divisions and round tables with the purpose of making them more responsive to the young librarians who will be its members and future leaders in order to increase their retention rates.

The Google Settlement Task Force has met this year and will continue to meet after conference.

The Traditional Cultural Expressions Task Force has been appointed and will be holding its first meeting at this conference; it’s report is due Midwinter, 2011.

The Special Committee to Review ALA’s Constitution & Bylaws met at Midwinter 2010 and has been working virtually. This Committee is chaired by Norman Horrocks and will submit its report at Midwinter, 2011.

#### Spectrum Presidential Fundraising Initiative (SPI)

The three presidents – Jim Rettig, past president, Roberta Stevens, president-elect, and I launched the SPI. Our goal is to raise \$1 million between our three presidencies. We have a way to go, but I want to thank all of the folks who have contributed to the Initiative and to encourage those who have not given, to do so. Thanks!

#### Presentations/Travel

I spent the majority of my travels introducing the concept of frontline library advocacy during the first half of my presidency and then spent the second half mostly conducting workshops and preconferences (11) on this new initiative. These venues were

complimented by keynote speeches (53) on frontline library advocacy and other library topics at three national conferences [PLA, Distance Education, and Family Literacy], three multi-state regional conference [NELA, MPLA, PNLA with a total of 23 states represented], and 14 state conferences (to include facilitating five ALA strategic planning forums) and 14 local venues. I also spoke to LIS students in 15 LIS programs around the country. In total, I visited 55 different cities (U.S. and international) during my presidential year.

I had the opportunity to represent ALA and speak in a multitude of venues in each of these countries: England, Spain, and China, I also spoke at IFLA-Milan and Mexico.

#### Media Events/Interviews, Etc.

I did a total of 59 media (print, radio, television) interviews this past year and was part of 12 YouTube videos. In addition, five official letters were sent by me to various people/organizations.

#### Thank You's

Now for one of the most important parts of my last report. I want to thank all the people who were instrumental in making my presidency a success. First, the co-chairs of my Initiative (Julie Todaro and Patty Wong), all of my presidential initiative workgroup members; members of PRL and REACT. I want to thank Marci Merola, Advocacy Office director, and Dale Lipschultz, Literacy Office Director for their excellent shepherding of both initiatives; Keith Fiels, Mary Ghikas, and JoAnne Kempf and the other ALA staff in the Governance Office; all the folks in PIO; Development Director, Greg Calloway and his staff in Finance and Accounting; Kim Olsen-Clark and the SPI Advisory group; James Vertovec and Deidre Ross in Conference Services; Leonard Kniffel, *American Libraries*; Emily Sheketoff and the Washington Office staff; my colleagues on the ALA Executive Board and Executive Committee; Eli Mina, parliamentarian; all the ALA Division presidents and executive directors.

I want to thank my assistant, LIS student Alfredo Pinto; and Jackie Beach (the person getting me from A to B which was no easy task). And, my deepest gratitude goes to Alan for his support, patience, and understanding.

I loved every minute of this year; and I will love it when it is over – back to some normalcy ☺. I wish Roberta and Molly the best in their upcoming presidencies. You will love it!

Gratefully yours for the opportunity to represent/lead ALA,

*Camila A. Alíre*

## Appendix

### **Number of FLF Hosted Events / Attendees**

#### **AILA / APALA**

9 events hosted in May and June; 323 participants.

#### **BCALA**

Hosted 1 event held on June 1, 2010

30-35 attendees, 10 adults, 20-25 children

#### **CALA**

5 events held from April 2010 to May 2010: 141 total attendees (41 parents, 6 grandparents, 69 children, 5 teachers, 20 high school students)

#### **REFORMA**

##### **Total hosted events: 6 events, 618 attendees**

Half Moon Bay Library (Ida Z da Roza)- attendees - 160 people Mexican American Cultural Center and El Corazon de Texas, Austin TX (Oralia Garza de Cortes),

Hosted 2 events. First event 113; Second event: 30.

Charlotte Mecklenburg Library (CML): 2 events, total attendees?

National City Public Library – hosted 3 events from March 22 – March 24, Total attendance – 315 people

(188 children, 127 adults)

Salinas Public Library – total attendees?

### **Total Outcomes for ALL Ethnic Affiliates (excludes REFORMA's Charlotte and Salinas)**

16 participating libraries

21 hosted events

1117 attendees