

2009-2010 ALA CD#21
2010 ALA Midwinter Meeting

American Library Association
Midwinter – Boston, 2010
Report of Camila Alire, ALA President

One half of my presidential year has passed, and I must say it has been a thrill of a lifetime. I have had the opportunity to visit many state chapter meetings and national/international venues. I strategically chose regional annual conferences (NELA-New England Library Association, PNLA-Pacific Northwest Library Association, and MPLA-Mountain Plains Library Association which is forthcoming) which provided me with opportunities to share my presidential initiative with folks from 16+ state chapters. In addition, I attended state chapter annual conferences and AASL national conference. I led several ALA Forums at the state conference venues with the help of some chapter members.

I found most rewarding my visits with members of the various state chapters. It was good to hear what ALA does well and what concerns our members have overall, especially given today's economy and the effect of the recession on all types of libraries.

I also enjoyed serving as ALA's spokesperson concerning various topics and issues with the media. My thanks go to the ALA Public Information Office for setting those venues up and for providing up-to-the-minute talking points for each session.

I also want to thank the ALA Governance staff, Keith Fiels, Mary Ghikas, and all the other ALA staff members who have worked very hard to make these past six months as stress-free as possible. And, I couldn't be leading ALA without the assistance of my colleagues/dear friends on the ALA Executive Board.

Presidential Initiatives

The Presidential Initiative Steering Committee has been doing an awesome job of shepherding the *frontline advocacy initiative* for multi-type libraries. At the time of this report, we are finalizing the work (toolkits) completed by the various subgroups and plan to have them available on ALA Advocacy University's website (www.ala.org/advocacyuniversity) by Midwinter. After Midwinter, we will be working on an online tutorial which is an enhancement for frontline library employees to walk through. These materials will continue to be available and updated on Advocacy University after my presidency.

The *advocacy for family literacy initiative* is also well underway with the roll-out of projects designed by the five ALA ethnic affiliates to occur soon after Midwinter. These creative family literacy projects, which have all been approved, will be available on the ALA website and are designed for libraries around the country to replicate in communities that have large minority populations. These projects are also available to libraries for replication no matter what type of population they serve.

Young Professionals Task Force

Co-chairs – Liz Bishoff and Karen Downing – have been working virtually with the YPs on their charge from the Executive Board. They expect to have their report ready by its due date – Annual Conference, Washington D.C.

Spectrum Presidential Fundraising Initiative (SPFI)

The case statement for the SPFI will be completed soon. Working with president-elect, Roberta Stevens, immediate past president, Jim Rettig, and myself, the SPFI Advisory Committee plans to raise \$1 million to continue to support Spectrum scholars in the future.

Travel/Personal Appearances—November - December 2009

The data below is based on activities since my last report to the Executive Board and forwarded to ALA Council [Fall, 2009].

November

- 11/1-2 California Library Association Conference-Pasadena, CA
 - Spoke on presidential initiative
- 11/4-8 AASL-American Association School Librarians-Charlotte, NC
- 11/9-12 Durham/Chapel Hill, North Carolina
 - 11/9 Greensboro Public Library Branch visits and coffee hour
 - (iDEAL) Summit -- The Information, Diversity, Engagement, Access & Libraries Summit—University of North Carolina, Greensboro.
 - 11/10 LIS students/faculty - University of North Carolina, Chapel Hill
LIS students/faculty - North Carolina Central University
 - 11/11 Durham County Library's Staff Development Day - Keynote
- 11/12-14 Brazil – Rio de Janeiro
 - Videoconference on library advocacy to 5 Brazilian states.
 - Visit National Library & American School library
 - 2nd International Seminar on Public and Community Libraries
 - a. Presentation on library advocacy
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- 11/16 Knowledge River-Student Breakfast/SIRLS (School of Information and Library Science) University of Arizona, Tucson
- 11/17 LIBROS- San Diego Chapter
 - Presentation on presidential initiative
- 11/18 Area Public Library Directors luncheon, San Diego
- 11/19-20 CSLA- California School Librarians Association-Ontario, CA
- 11/21 CAL-Colorado Association of Libraries, Englewood, CO
 - Keynote on presidential initiative
- 11/2-12/2 FIL-International Book Fair, Guadalajara, Jal, México

December

- 12/4 North Carolina Public Library Directors Annual Meeting
 - Keynote on presidential initiative
- 12/10-16 Spain
 - Addressed university and area librarians/ LIS students/faculty at the 3 Spanish universities - Madrid, Zaragoza, and Valencia.
 - Librarians in the U.S.: Profiles, Perceptions, & Professional Opportunities; Library marketing
 - Panelist on libraries and human rights symposium.

Media/Interviews – November & December

- 11/9 89.3 KPCC - [Digital school library leaves book stacks behind](#)
- 11/12 *Washington Post* - [Gameworld: Academics hope history in video games spurs interest](#)
- 11-13 *Extra*, online edition. Rio de Janeiro
- 11/16 *VIV*magazine - Libraries and the economy
- 12/12 *Educación y Biblioteca* journal (Madrid, Spain)
- 12/13 *Mi Biblioteca* journal, University of Zaragoza journal
- 12/14 *Borradores* program– public broadcasting service TV station - Zaragoza, Spain.

Correspondence—

- 11/16 Submitted proposal for grant funding – Neal-Schuman Foundation
- 12/8 Battle Creek Enquirer – Letter to the editor [school libraries]