



TO: ALA Council, Executive Board  
FROM: Rod Gauvin, President – ALTAFF  
DATE: June, 2011  
SUBJ: Annual Division President's Report to Council

Strategic Initiatives 2011: The Board of Directors continually engages in strategic thinking and planning. During the fiscal year 2011, the following initiatives were implemented:

- *Corporate Task Force to Increase Sponsorship for ALTAFF.* A task force comprised of five board members worked throughout the year to bring new corporate dollars into our division to help support our mission. To date, new contributions equal \$15,000 in receipts and pledges bringing total corporate gifts and pledges for fiscal year 2011 to nearly \$90,000.
- *Personal Giving Campaign.* The Board agreed to initiate a personal giving campaign asking all current board members to donate to ALTAFF resulting to date in gifts of \$4,000.
- *Aggressively pursue participation in the Trustee Academy.* Rod Wagner, ALTAFF Board Member and State Librarian in Nebraska, sent a "Dear Colleague" letter to all his fellow state librarians encouraging them to consider a state-wide purchase of the online Academy. To date, Utah and Kansas have purchased courses for their entire state, and New Jersey has responded and is currently reviewing the courses for possible purchase.
- *Design a toolkit for Board members and committee chairs to use in promoting ALTAFF membership at the local level.* Staff has now completed the toolkit but will wait until the strategic plan for rolling out the new "Citizens for Libraries" name before releasing. The toolkit will contain the following:
  - Article about Citizens for Libraries for inclusion in regional and state newsletters / journals.
  - Talking points for Citizens for Libraries leaders to use in explaining the benefits of membership.
  - Citizens for Libraries membership flyer with dues information.
  - A list of Citizens for Libraries benefits.
  - Testimonials from satisfied Citizens for Libraries members.
- *Introduce library directors to new "group membership" opportunity for their Friends and Boards of Trustees.* Using the ALA database for public library directors and the American Library Directory, emails were sent out offering a free copy of either *Even More Great Ideas for Libraries and Friends* or *The Complete Library Trustee Handbook* when they signed up both their Friends and Boards of Trustees to become Group Members (See "Group Members, below") of ALTAFF. A discount was offered on either one of the books if the director joined only the Friends or the Board. To date, there have been 36 new group members as a result of this initiative.

- *Contact lapsed FOLUSA groups and ask them to rejoin.* This effort is currently underway. Lapsed groups were contacted via USPS and offered a 15 month membership for the price of 12 months when they renewed their lapsed membership. Approximately 30 groups have currently renewed.
- *Initiate outreach efforts to all authors who were on a FOLUSA panel in 2005 forward to become an Author for Libraries.* Staff is currently working with publishing sponsors to get our message into the personal email boxes of our past authors.

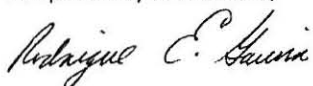
Group Membership: At its fall Board meeting, the ALA Executive Board approved a trial period of two years for “group membership” in ALTAFF. Because ALTAFF is the only non-professional organization in ALA and because its target membership are primarily Friends *groups* and *Boards* of Trustees, this approach will help our division recoup lost Friends group members and reach out to Boards of Trustees at a much more affordable rate. These group members will get the same benefits as individual members but will NOT be active voting or participatory members of ALA or ALTAFF unless individuals within these groups join personally in the traditional manner.

Membership: An unintended consequence of the FOLUSA / ALTA merger was the loss of approximately 40% of FOLUSA groups who were by virtue of their non-participatory rights assigned the status of subscription members of ALA (giving them the benefits only). Because most members of Friends groups are often unaware or just remotely aware of the American Library Association – they are just local volunteers – we believe that they were confused when they received subscription renewal notices from ALA (and not FOLUSA). As noted above, we are aggressively pursuing an agenda to bring them back as “group members.” In the meantime, their loss has had a dramatic and negative impact on our revenue stream.

Group Membership as of April 2011: 1,819

Individual Membership: 1,482

Respectfully submitted,



Rod Gauvin, President