



South Carolina Library Association

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**The President's Report From ALA Mid-Winter  
Boston, Massachusetts**

January 26, 2010

Dear SCLA Members,

I had the pleasure and the awesome benefit of attending the American Library Association Midwinter meeting in Boston, Massachusetts. The meeting was held at the Boston Convention and Exhibition Center and the Westin Boston Waterfront from January 15-19.

**Friday, January 15, 2010**

My participation in ALA Midwinter started with the Orientation for Chapter Leaders Workshop presented by the ALA Chapter Relations Committee. This workshop was held on Friday, January 15; from 9:30 a.m.- 4:00 p.m. Presentations made during the workshop included membership development, organizational excellence, revenue ideas, financial practices and advocacy. A lot of the materials received there I will share with the Executive Board for implementation. However, if you are interested in reviewing any of the materials that was shared or discussed at the Chapter Leaders Workshop, those documents can be found at [www.ala.org/ala/aboutala/offices/cro/chapters/chapterleaders/chapterleaderorientation.cfm](http://www.ala.org/ala/aboutala/offices/cro/chapters/chapterleaders/chapterleaderorientation.cfm).

During the Chapter Leaders Workshop there was a long discussion on membership. All chapters are experiencing a decrease in membership. Some of the things that were suggested to help with membership, I am glad to say that we have or will be doing shortly like an effective membership survey to ensure membership input into the Association. The Executive Director of the New York Library Association gave a presentation on membership. He reminded us that the best membership recruitment tool any association has is its members. So I ask that you help Karen Brown, our Membership Chair by encouraging your colleagues to join SCLA and share with them the benefits of being an SCLA member.

One of the other main topics of discussion was finance, along with financial accountability. Again, all the Chapters are experiencing a decrease in revenue. Conferences are not well attended because conference/travel budget cuts and they are limited to no sponsorships. The Ohio Association Treasurer gave an excellent presentation entitled, "Good Practices in Good and Bad Times." Again, I am pleased to report that SCLA is observing good financial practices. We have a realistic budget and regular treasurer reports. During the Session, we also discussed the new IRS changes that will affect nonprofits in their reporting. There are new requirements in complying with filing IRS Form 990 for nonprofits. Form 990 is an annual reporting that certain federally tax-exempt organizations must file with the IRS. It provides information on the filing organization's mission, programs, and finances. It is clear that we as a nonprofit need to establish policies that relate to the new form that must be completed. Our ALA Councilor, Tom Gilson has forwarded an attachment of forms supplied by the Ohio Library Association to our

Executive Secretary, Donald Wood and to Nathan Flowers, our Chair of the Constitution and By-laws Committee to tweak the needed policies for SCLA. These new policies will eventually come before the Board for approval.

There was also a discussion of how other associations were raising additional funding besides conferences and membership dues. A number of them have annual fundraisers featuring a noted author and dinner. There was one association that had begun using Dimdim video conferencing. They do a web cast approximately 45 minutes in length and charge participants \$15 to \$25 dollars to view and then they place the web cast on their website and charge for each time the web cast is accessed. Dimdim's basic service is \$25.00 per month.

### **Saturday, January 16, 2010**

Saturday morning at the Conference begin with an interactive plenary session sponsored by the ALA Washington Office on advocacy for federal legislation. A panel of librarians and library advocates discussed how they became involved in advocacy, the tools they use and their general experiences as a library advocate. The panelists included Kristin Murphy, ALA Government Relations Specialist, an Ohio School Media Specialist, a retired public Library Director, a New York academic librarian and a non-librarian library advocate. The main mission of the session was advocating on the federal level, but the moderator stated that the message was the same on the state level as well. It is important to have the support of our legislators and it is also important to recruit, train and develop the message to those who you are advocating to for your library. Citizen involvement is also important to getting the legislature to understand the importance of libraries to their constituents. The Washington Office and the library advocates thought it was also important to learn as much as you could about your legislator. Knowing the legislator's interests and history could open up an avenue for discussion of your concerns.

The day continued with the Arthur Curley Memorial Lecture. The keynote for the lecture was Former Vice President and Nobel Peace Prize co-recipient Al Gore. Mr. Gore is considered one of the world's foremost authorities on the climate crisis. He is the author of *Our Choice: How We Can Solve the Climate Crisis, An Inconvenient Truth, Earth in the Balance: Ecology and the Human Spirit and the Assault of Reason*. During the lecture, Gore discussed the ideas that he presented in his book, *Our Choice*, which he describes as an effort to focus on the solutions to the climate crisis. The Arthur Curley Memorial Lecture honors the late Arthur Curley, Past President of ALA (1994-95) and Director of the Boston Public Library (1985-1986).

Later in the day I attended, the ALA's Office for Intellectual Freedom sponsored event featuring social critic Hal Niedzviecki, author of the *Peep Diaries: How We're Learning to Love Watching Our Neighbors*. This talk launched the ALA's new initiative, *Choose Privacy Week*, which will take place May 2-8, 2010. Niedzviecki's talk focused on what he calls the "peep culture" a tell-all, show-all, know-all digital phenomenon this is altering the notions of privacy, individuality, security and even humanity. The "peep culture" is quickly causing some of the core values and rights we once took for granted to be renegotiated, often without our notice. For more information on ALA's Privacy Initiative, you may contact Angela Maycock, at [amaycock@ala.org](mailto:amaycock@ala.org).

Saturday concluded with a fundraising reception held by ALA President Camila Alire for the Joint Conference of Librarians of Color (JCLC). The event was an open reception and raffle to raise funds for the Joint Conference that will be held in Kansas City, Missouri, September 19-23, 2012. For more information on the conference, please go to <http://ala.org/jclc> or contact Marcellus Turner at [mturner@jefferson.lib.co.us](mailto:mturner@jefferson.lib.co.us).

## Sunday, January 17, 2010

Sunday, January 17 began with the ALA Council I meeting beginning at 10:45 a.m. At the opening of the Council meeting special introductions were done by ALA President Camila Alire. During this time, I was introduced along with other ALA Chapter Presidents and dignitaries. It was a very special moment to be recognized before the governing body of the American Library Association.

The meeting continued with the approval of the minutes from the 2009 ALA Annual Conference Council Minutes, the 2010 ALA Nominating Committee Report was presented and approved. Electronic balloting will begin on March 17, 2010 and conclude on April 30, 2010.

Following the Nominating Committee Report, Camila Alire presented her President's report. She talked about our Frontline Advocacy Initiative and that the literacy toolkits were online. She stressed that it was important to get frontline staff involved in advocacy. Ms. Alire also named a committee to undertake and review the inconsistencies in the ALA Constitution and Bylaws.

Immediately following Camila Alire's report, President Elect, Roberta Stevens presented her three initiatives, which included frontline fundraising; *Our Authors, Our Librarians* (The use of local authors as advocates for libraries.); and *Why I Need My Library?* (A campaign for libraries that will focus on children.)

Keith Michael Fiels presented the Executive Directors Report. He stated that membership had decreased. Membership was down 2.7 % from last year. Some of this decrease may be due to the removal of duplicates from the membership roll. He further stated that the Library Staff Certification Program was about to begin. He noted that there was an increase in student and support staff memberships. He mentioned that ALA had received a \$750,000 grant from Dollar General to provide literacy services to public libraries. He also mentioned that registration for the 2010 Annual Conference was strong. He also reported that 49 of the 50 Chapters are using Capwiz. There has been evidence that has shown that Capwiz has had a positive effect on Legislation, especially in Florida.

The next presentation during the ALA Council I Session dealt with the Spectrum Presidential Initiative. At the 2009 ALA Annual Conference, ALA President Camila Alire, Immediate Past President, Jim Rettig and President Elect Roberta Stevens announced a special year long Initiative to raise \$1 million for the Spectrum Scholarship Program.

ALA Past President Betty J. Turock agreed to serve as Chair for the Initiative. During ALA Mid-Winter it was announced that Ms. Turlock also gave a gift of \$100,000 to the Spectrum Scholarship Program on behalf of the Turock Family as a part of the 2010 Spectrum Presidential Initiative. The Initiative would also include adding an endowment to the program. 10% of the monies raised would go the endowment.

ALA and Past President Betty Turock asked during the session that ALA Chapters (SCLA) contribute to the Spectrum Initiative. The Spectrum Scholarship Program is ALA's national diversity and recruitment effort designed to address the specific issue of under representation of critically needed ethnic librarians within the profession while serving as a model to call to attention the larger diversity issues in the future. Two of the recipients of the doctoral fellowship were introduced. Please see Tom Gilson's ALA Councilor Report for additional actions that occurred at Council.

Sunday concluded with the President's Program that featured Yohannes Gebregeorgis, librarian, Founder and Executive Director of Ethiopia Reads. Ethiopia Reads focuses on encouraging the love of reading by establishing children's and youth libraries in Ethiopia, and the free distribution of books to Ethiopian children in English and their native language of Amharic. Mr. Gebregeorgis was selected as one of CNN's Top Heroes in 2008 for his work in Ethiopia. For additional information on Mr. Gebregeorgis and Ethiopia Reads visit his web site at: [www.ethiopiareads.org](http://www.ethiopiareads.org).

### **Monday, January 18, 2010**

The last ALA Midwinter event I attended was on Monday morning. I attended the American Library Association 2010 Dr. Martin Luther King, Jr. Holiday Celebration at the Westin sponsored by The Dr. Martin Luther King, Jr. Holiday Task Force of the ALA Social Responsibilities Round Table and the Black Caucus of ALA. The program honored the memory of Dr. Martin Luther King, Jr., and the late ALA Past President Dr. E.J. Josey. It was a wonderful program of librarians of all ethnic backgrounds joining together to remember two American heroes of like natures, both with a sense of urgent action to better the lives of those they came in contact with. The program closed with all the librarians of various cultures and backgrounds joining hand-in-hand and singing, *We Shall Overcome*. It was an awesome moment of inspiration.

As a side note, I would like to offer my sincere congratulations to one of our own, Dwight McInvaill, Director of the Georgetown County Library, Georgetown, South Carolina, for receiving the Carnegie Corporation of New York and the New York Times *I Love My Librarian Award*. 3,200 nominations were received all with personal anecdotes of transformations of library users because of their special librarians. Dwight McInvaill was one of 10 award winners who received a \$5,000 cash award and was honored at a ceremony and reception in New York, hosted by the New York Times on December 3, 2009. Congratulations Dwight!

Remember the following important meeting dates for SCLA:

**Event:** The Leadership Retreat  
**Location:** South Carolina State Library, Room 309  
**Date and Times:** February 6, 2010; 10 a.m.- 1 p.m.

**Event:** SCLA Board Meetings  
**Location:** Richland County Public Library, Main Auditorium  
**Dates and Times:** March 11, 2010  
May 20, 2010  
August 19, 2010  
10:00 a.m.

The October 20 and 22 Board meetings will be held onsite at the 2010 Annual Conference that will be held October 20-22, at the Sheraton Myrtle Beach Convention Center Hotel. The hotel is located at 2101 North Oak Street, Myrtle Beach, South Carolina, 29577.

In closing, send in your **membership renewals** early and invite a colleague to join SCLA. I look forward to seeing and working with you in 2010.

Respectfully submitted by:

*Rayburne J. Turner*

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SCLA 2010 President