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Midwinter Report – Dallas, Texas  
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ALTAFF is a division of the American Library Association that supports citizens who govern, promote, advocate, and fundraise for libraries. ALTAFF brings together library trustees, advocates, Friends, and Foundations into a partnership that creates a powerful force for libraries in the 21<sup>st</sup> century.

“Frontline librarians and library staff should be engaged and empowered to articulate the value of their respective libraries and their value as library employees. By working with their library administrators and at their own comfort level, they can be their library’s connection to the people they know best --users, friends, relatives, and neighbors.”

Dr. Camila Aire, 2009-2010 President, American Library Association

- Nuts and Bolts for Trustees, Friends & Foundations:
- **Seven Deadly Words: “But, We’ve Never Done It Like That.” If libraries don’t adapt libraries will perish.**
- Highlights the transformation of libraries. Change is inevitable. Change will happen with or without us (libraries). Must be active rather than passive.
- Libraries need to take action. Libraries must stay on the cutting edge of technology, programs etc., or libraries will be like “Blockbusters, Movie Gallery and others, a thing of the past.
- If libraries believe in what we are doing we will change. Thriving libraries must  
1) Develop a vision. 2) Base strategic plan on community needs and staff input. 3) Adopt policy governance. 4) Empower people to change. Administrators must out of the way. Let staff direct change through surveys, votes, results & empowerment.
- Libraries must speed up everything we touch. 1) Libraries must automate, with sorters, inventory equipment etc. 2) Libraries must have flexible service by keeping up with technological change.
- Libraries must build their knowledge base. Must have full time staff trainers to keep staff updated and informed.
- All trustees and employees should attend conferences, not just administrators. Must provide educational opportunities for all employee levels.
- **Host at least one full day of Staff Development. First half speakers etc., during the 2<sup>nd</sup> half of day, staff concerns and breakout sessions.**
- Expand Partnerships: Increase partnerships with school librarians. (Shared EDRW as a partnership)
- Libraries must be active rather than passive; be invaluable to the community. Must be at the table when money given out (**Hokey Pokey**) all hands are in at the same time to get share of the budget.
- School groups and branches should investigate having their own Friends’ groups. Representing their perspective community.

- Have advisory committee to tell you needs of community, departments and branches. (Shared our advisory committee members)
  - **ADVOCACY ACTION PLAN WORK BOOK**
    - Be represented at all community events (Pepper Place but more is needed)
    - Encourage others to nominate librarian for “I Love My Librarian Award (Shared BPL had a winner). Sent article to The Voice
  - Every Voice Makes a Difference
- Dallas Public Library Board Chair, materials budget remained the same \$1.6M. Some reduction in staff, but most of the positions are vacant and they expect a minimal number of staff will receive RIF’s notices. However, libraries must:
- Begin early advocacy and work all year.
  - Be realistic
  - Be visual whenever possible
  - Be patient – Change does not happen quickly
  - Ongoing petition (see attached)
  - Continue efforts with council members to get them into libraries to see conditions and importance of materials budget.

#### Board Meeting

- Approved a proposal to approve Representative Rush Holt as the recipient of ALTAFF’s 2012 Public Service Award. In May, 2011, U.S. Rep. Rush Holt, (D-NJ-12) introduced a bill to amend the Workforce Investment Act of 1998 to integrate public libraries into state and local workforce investment boards. H.R. 1616 would expand libraries’ opportunities to take leading roles in helping the public find employment in this weak economy. H. R. 1616 has been referred to the House Committee on Energy and Commerce. No hearings or markups have been scheduled.
- Approved Executive Director, Sally Reed to work with Chapter Relations Office for implementation of a two year membership drive that includes a joint Trustee membership agreement between state chapters, ALA, and ALTAFF for the all-in-one price of \$100.
- Sample Ethics Statement: (Shared that BPL has an Ethics Statement)
- ALTAFF proposed name change to United for Libraries: ALTAFF.
- Discussed issue of privacy: Reserve books have names on book spine
- Failed to increase Board seats for Corporate Sponsors (Advisory Board position suggested)

## Empowering Voices/Transforming Libraries

What do we do to make major impact on lives?

- Eliminate the fear of change
- Diversity
- Libraries used for meeting spaces
- Have Focus Groups
- Must be flexible
- Must take risks
- Site based management-Too much micromanagement by administration
- Represented at business meetings
- Increase teen space: When teens make noise libraries want to put them out, when a 60 year old makes noise we accept the noise.
- Too many barriers, cultural and economic
- Bridge our homeless by providing needs
- Keep up with trends
- “Lunch Punch” outreach for hungry children (Grant opportunity for corporate)
- Lesson learned when we listen to each other we can build communities.  
(INVITED TO WORK ON SUCCESSION WORKSHOP)

Overview:

Libraries must change or become obsolete and close for good.

1. Libraries that are attuned to their communities and offer service in line with community needs don't tend to have a decrease in usage.
2. There's a gap in senior management training. Senior managers don't stay current.
3. Librarians must learn business concepts and adopt business practices.
4. Book stores are going out of business if libraries don't change libraries will become obsolete.
5. Libraries must become a place for intellectual collaboration while providing equal access to knowledge.
6. Libraries offer access to costly scholarly databases, 3-books & other electronic based systems.
7. Budgets are down so libraries must look at public perception of libraries. Too often libraries are perceived to be stuck on the traditional model.
8. How are we marketing & selling the library?
9. How are we approaching funding challenges?
10. How are we anticipating changes in the competitive market?
11. Librarians must make the case on the ground in their own community beyond patrons.
12. Librarians need to understand their current and potential challenges, their strengths, funding sources & other influences in the community in order to make their case well and consistently. Librarians need to be visible beyond the library and they need to be heard. Otherwise, libraries offer terrific services to the same group but wonder why the unfortunate paradox persists.

Name 5 empowering voices to talk about the library's importance.

1. Police Chief
2. Fire Chief
3. President of City Council
4. Superintendent of Schools
5. Mayor
6. Chamber of Commerce
7. Business Leaders
8. Convention Bureau
9. Judges
10. District Attorney
11. Young Professional Groups
12. Retired Citizens Groups
13. Teacher of the Year
14. Principal of the Year
15. PTA President
16. Ministers
17. Coaches (All Levels)
18. Storytellers
19. Employees
20. Children

Tentative Programs: American Library Association – Anaheim, California

Nomination Committee to present slate in Anaheim, CA

Legislation - Advocacy Transforming Librarians

**Concerned some trustees attend convention but fail to attend meetings.**

June 22 from 9-4 p.m. Nuts & Bolts Preconference

SOS Luncheon TBD

June 23, 2012, Gwendolyn Welch Speaker: ALTAFF Leaders Orientation Program:

Leadership at its Best: Networking Qualities of a Leader