

ALA ANNUAL CONFERENCE 2024
ALA Executive Board Meeting
June 28, 2024: 9:00 A.M. PT

ALA President Emily Drabinski called the meeting to order.

APPROVED by consent:

- Agenda, EBD 9.12
- April 2024

- Established five subcommittees to pursue aspects of commemoration: celebrate, collaborate, commemorate, educate and advocate
- Program scheduled at this conference to communicate committee activities and solicit input from the community
- Substantive work will start ramping up this summer
- Final draft of gift acceptance policy to come this summer

Interim Executive Director Burger noted that a branding and marketing firm based in New York City and London will help develop campaign materials.

Philanthropic Advisory Group (PAG) & Development Office Update, EBD 12.6

PAG Vice Chair Joyce Garczynski & Development Office Associate Director Anne Manly provided the following updates:

- The Development Office at a pivot point and looking at things that need to be done, including a robust annual fund, major gifts campaign, planned giving, and online giving campaigns throughout the year
- The Office has been very short-staffed for years, but adding staff soon
- Grants program continues to be strong, and the progress with the Ford Foundation has been particularly positive
- Anticipating ending the fiscal year at \$1.3 million, which is well short of the \$5 million budget, but still a marked improvement from recent past years (the goal in 2020 was \$150,000)
- Philanthropic Advisory Group: the

- o *The 19th*: Q&A with President Drabinski, who has done a lot of podcast work, and President-elect Hohl planning to do so as well
- o Lot of interest in Annual Conference from media
- o Associated Press did a very in-depth piece
- o Steady increase in X (Twitter) followers, but people are leaving and may back off
- o Facebook is still far and away the biggest place people see ALA; Facebook leads engagement and Instagram is growing antagd9
- o LinkedIn has been successful in terms of click-throu BDC- (a)ual-0.001 Tw10.716 0 Td()TjEMC /LBo8y A

ALA EXECUTIVE BOARD MEETING
JULY 1, 2024: 1:00 P.M. PT

President Drabinski called the meeting to order.

APPROVED by Consent:

- Agenda, EBD 9.12
- President's Report, EBD 7.6
- President-elect's Report, EBD 7.7
- Vote Tally and Board Action, EBD 1.3
- Endowment Trustee Report, EBD 13.3

Committee on Legislation (COL) & Public Policy and Advocacy (PPA) Report, EBD 12.6

Chair Ed Garcia and Interim Associate Executssocin (9(n)-2.1 (9(n)-5.7 .1 (9(n)-57 0 Td9 0.002 TD 24.17(a)-4.5 (t)i-8 (e

- o Did not come away with a model or the recommended due structure for Divisions, but there

