

Citizens for Libraries— Association of Library Trustees, Advocates, Friends and Foundations  
Board of Directors Meeting

American Library Association

Robin Hoklotubbe, Peter Pearson,

Wilbur,

Ed McBride, Helen

Citizens for Libraries Board of Directors Meeting – June 26, 2011

Staff is working hard to bring back lapsed member groups. Some 40% were lost in the merger. Staff and volunteers have been calling and are having success. Sally estimated that these personal contacts have resulted in getting back 20% of these lapsed members. Calls will continue as a monthly activity.

before privatization. The checklist, she said, is a useful tool for trustees and city and county governments because it highlights the pitfalls of privatization as well as the philosophy of the role of the public library in the public domain. It was noted that the privatization documents are available on the ALTAFF website. Sally said that trustees, whether advisory or governing, are best positioned to challenge privatization.

Planning for 2011-2012 – Of the items on the priority list, one that was held back is the branding of Citizenfor Libraries since this change had not been approved. Sally said that the feedback to the proposed change has been very positive. The vote was overwhelmingly supportive and validation that this is a better name to move forward with. Sally said that a problem is the progression of name changes from FOLUS and ALTA to ALTAFF and now to Citizenfor Libraries. Sally said that a “big” launch is needed with press releases, website changes, and stationery. Sally asked Peggy Barber for her thoughts. Peggy said that the best place to start is with a marketing plan and that a small team might be a way to proceed. Peggy said she liked the idea of having a specific date for when the roll out will happen with a clear idea of who will do what and when. She said it would be great to have a major feature story. There is a lot that even the library family doesn't know about what partnerships exist, corporate memberships, and the history of programs. What's our position and what do we want people to think and feel about the organization. What are the main audiences we want to target?

Sally responded that a small team is a good idea but wanted to use the opportunity to collect ideas from those present including guests. A question was asked if there should be a date when all things change or if there are dates when different things change. Peggy responded that she wouldn't wait until everything is finalized. The

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PeggyBarberencouragedkeepingan eyeon externalpartnerships.Shenoted one– a partnershipbetweenjournalistsandlibrariesanda projectinvolvingPLAandstoriesabout peopleusinglibraries.Someothersmentioned– DollarGeneral,Verizon,real estate(National Associatorof Realtors)Peggynoted ALAin comingpresident