

YALSA Board of Directors Meeting
ALA Midwinter Meeting, San Diego
January 7 - 11, 2011

Topic: Conflict of Interest Guidelines for Partnering

Background: An ad-hoc Board committee was established at ALA Annual 2010 to explore the issue of the B sponsorships and partnerships. The committee submitted a report to the Executive Committee for its October meeting. Feedback from Executive Committee included a request for two main pieces: 1) Create a wiki space for the board so that everyone can add potential partner names, and 2) create a set of questions/answers or scenarios and guideline statements that depict conflict of interests issues that help board members handle sticky situations that may arise in their conversations with potential partners. An updated report from the ad-hoc committee is provided below.

Action Required: Discussion

2010 Ad Hoc Committee Amended Report and Requested Tasks

Submitted by Stephanie Squicciarini (Chair), Mary Hastler, and Jack Martin

Charge: Explore potential ways that the Board might participate in the recruitment and maintenance of sponsors and make a recommendation to the Board. Submit a preliminary

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- YALSA Executive Director will update new/upcoming Initiatives and talking points as needed.

Sponsorships and Partnerships Guideline Statements/Conflict of Interest Statement for Partnering.:

submitted with this report, and to begin supporting the partnership effort in whatever way they are able.

- Include this topic in new Board member training.

Related Documents:

- Board Role in Sponsorships & Partnerships, item #32, Annual 2010: <http://tinyurl.com/24avckq>
- Board Role in Sponsorships & Partnerships Update, item #12, Fall Executive Committee Meeting, October 2010: <http://tinyurl.com/29ft7oh>

Additional Resources:

- Best Practices for Successful Corporate Sponsorships from the National Council of Nonprofits: <http://tinyurl.com/2dcq42t>
- Corporate Sponsorship Toolkit from the National Council of Nonprofits: <http://tinyurl.com/2detakw>
- Cultivating Corporate Relationships (ASAE, 2004): <http://tinyurl.com/249r5k4>
- Sponsor Park: <http://www.sponsorpark.com/>
- Strengthen Your Collaborations: www.resilientnonprofits.org/materials/ (both a free archived webinar and a PowerPoint presentation are available)
- Wrapping it Up (ASAE, 2002): <http://tinyurl.com/25o6xs6>