

## **Executive Board Futures Summit Implementation Committee Final Report July 2012**

Charge: The Executive Board Futures Summit Implementation Committee will be responsible for reading and evaluating the January 2012 Futures Summit Report Drafting Group: Goals and Action Items Report. This evaluation will include identifying which action items should be implemented and then prioritizing those action items. In addition, the committee will draft a report which will identify those action items already or in the process of being implemented, those items that can be accomplished in the next three to six months, and those items which require further study or a longer timeframe for implementation, or a phased approach.

Action: The committee reviewed the Futures Summit Report Drafting Goal and Actions Items Report. Some action items were combined and are listed in priority order. The stage of implementation and a recommendation on how to accomplish the action item is included in this report.

Committee Members: Chair Donna Williams, Staff Liaison Executive Director Kate Hagan, Kathleen Brown, Gregory Lambert, Susan Lewis

### **Goal I: Advance the relevancy of law librarianship through increased visibility and improved outreach efforts to stakeholders and future colleagues.**

Action Items:

- a. *Promote AALL to library and law school students through an increased presence and improved outreach. Investigate and identify generational issues to determine how to best attract future law librarians through increased efforts in recruitment, orientation, and communication.*

Stage of implementation: Already being implemented, however, further study is needed.

Recommendation: That the Recruitment to Law Librarianship Committee be asked to survey chapters, since they have member continuity with ties to schools, regarding their activities in this area. That results of this survey be shared with other chapters and that the committee work to develop some recruitment models to be shared as determined by the committee and chapters.

- b. *Work with AALL membership to develop strategies to increase library visibility and either retain or gain a seat at the table with customer and stakeholder groups. Develop formal collaborative partnerships with other associations in the legal field and increase awareness among the AALL membership of relationships that currently exist with other associations and how those relationships are beneficial to members. Create opportunities for AALL members to attend lectures from speakers in those fields, and in return, promote AALL member representation at the events of other associations.*

Stage of implementation: Already being implemented by Executive Director, the Director of Government Relations, the Director of Membership Marketing and Communications, the Vendor Liaison, and AALL Representatives. However, more can be accomplished in 3-6 months.

Recommendation: That a comprehensive communication plan be developed to better share with AALL members, information regarding these relationships with stakeholder groups. Some suggestions include: Coffee Talks at the Annual Meeting, and linking Representative reports in E-News.

- c. *Develop products, such as brochures, that showcase the value of involvement in AALL and promote the values of law librarianship in general. Embrace and promote non traditional roles of the librarian in order to transform the image of the stereotypical librarian.*

Stage of implementation: In process, however, further study is needed.

Recommendation: That the Public Relations Committee be asked to develop a plan to accomplish this goal.

- d. *Develop and market outward-facing products like CLEs, guides for clinical programs, and columns in bar publications.*

Stage of implementation: Further study is needed.

Recommendation: That the Executive Board assign a task force to develop a plan to accomplish this goal.

## **GOAL II: Transparency through communication**

- a. *Combat the widely held perception among newer members that AALL is “cliquish,” “closed,” and not open to new voices. Work to provide a more welcoming and inclusive association for all.*

Stage of implementation: In process and needs a phased approach.

Recommendation: That the Executive Board further investigate this item. Additional communication is needed to explain the committee appointments process to the membership. One suggestion is that the Talking Points created by the Vice President should include information on the appointments process. Chapter visitors should be sure to address this item.

- b. *Extend and expand dissemination of AALL Board agendas and other relevant background materials to the entire membership in advance of the meetings.*

Stage of implementation: Already being implemented by AALL Staff.

Recommendation: That the AALL Staff continue to post materials on AALLNet and communicate to the membership when these materials are available.

- c. *Increase association transparency by webcasting in real time relevant portions of AALL Board meetings.*

Stage of implementation: Further study is needed regarding webcasting. However, new strategies to meet the goal of increased transparency could be developed in the next 3-6 months.

Recommendation: That the AALL Executive Board develop a plan which insures members are fully informed regarding the Executive Board's agendas and actions.

- d. *Increase member participation by actively promoting the existing AALL policy to reserve committee slots for newer members on each AALL committee.*

Stage of implementation: Already being implemented by the Appointments Committee.

Recommendation: That the Appointments Committee better communicate the appointments process to the membership, recognizing that certain committees are better suited to newer members.

- e. *Create more opportunities for "bottom up" member input in AALL actions and decisions. Explore the ability to "like" or "dislike" proposal options to the membership.*

Stage of implementation: Further study is needed.

Recommendation: That the Annual Meeting Program Committee, Continuing Professional Education Committee, and AALL Staff explore more ways to have member input on programming.

- f. *Offer an instructional webinar on how to best take advantage of what the new AALLNet has to offer.*

Stage of implementation: In the next 3-6 months.

Recommendation: That the AALLNet Committee and AALL Staff be asked to develop a plan to accomplish this goal.

### **Goal III: Improve association responsiveness and personalize the member experience.**

- a. *Expand the reach of CONELL by offering a virtual option. Offer webinars for new members that discuss the benefits of AALL membership, how to make the most of their membership, and what leadership and career development opportunities exist for new members.*

Stage of implementation: Further study is needed.

Recommendation: That the CONELL Committee and AALL Staff develop a plan to accomplish this goal.

- b. *Enhance current mentoring opportunities by providing multiple nontraditional types of mentorship.*

Stage of implementation: In the next 3-6 months.

Recommendation: That the Membership Development Committee develop a plan to accomplish this goal. Suggestions include: speed dating, virtual, “just-in-time,” group, reverse, informal and peer mentoring.

- c. *Contact new members personally from both the national and chapter level to offer a warm welcome to AALL upon receipt of membership dues.*

Stage of implementation: Already being implemented by AALL Staff.

Recommendation: That the AALL Staff continue to welcome members and investigate how to include a short video welcome from the AALL President.

- d. *Promote ownership of the Association by supporting new leadership and by providing opportunities for emerging leaders to speak, showcase their ideas and stay involved. Encourage continued involvement from members who are not chosen for AALL programs such as the Leadership Academy or AMPC.*

Stage of implementation: Already being implemented.

Recommendation: That the AALL Staff, the Leadership Development Committee, the Continuing Professional Education Committee, the Appointments Committee, and the Annual Meeting Program Committee continue to accomplish this goal by exploring even more communication opportunities with the membership.

- e. *Expand AALL membership categories to address changing roles and status of members.*

Stage of implementation: Already being implemented.

Recommendation: That the Executive Board review the Bylaws and Resolutions Committee recommendations on revised membership categories.

**Goal IV: Provide for cross-pollination opportunities to promote increased communication among association members, foster relationships and information sharing, and avoid “siloeing.”**

- a. *Revise current annual meeting programming to create more opportunities for programs in tracks or on core competencies and fewer programs based on library type.*

Stage of implementation: In process by AMPC.

Recommendation: That the AMPC and AALL Staff continue to develop a plan to accomplish this goal.

- b. *Create more opportunities to interact and to share information and ideas across library types.*

Stage of implementation: In process, however, further study is needed.

Recommendation: That AMPC, AALLNet Committee, and AALL Staff develop a plan to accomplish this goal. Suggestions include: “flash mob” programming, an idea bank, open listservs on a “read-only” basis for all members who wish to receive all postings, and forums for professional discussion for topical discussions of interest.

- c. *Offer available on-demand training in business and management skills.*

Stage of implementation: In the next 3-6 months.

Recommendation: That the AALL Director of Education, Continuing Professional Education Committee develop a plan to accomplish this goal. Suggestions include classes on: creating budgets, negotiating contracts, hiring personnel and other human resources issues, and promoting lobbying efforts.

- d. *Create opportunities for members to hear from non-librarian speakers, such as law school deans, judges, CMOs, and COOs, who understand the business and can provide valuable insight and highlight where the library fits into the business.*

Stage of implementation: 3-6 months.

Recommendation: That the AMPC, Chapters, and SISs develop a plan to accomplish this goal. Suggestions include: promoting the VIP program, and give VIPs time at the Coffee Talks.

- e. *Provide opportunities and tools for mentoring outside of library type or geographic region.*

Stage of implementation: Further study in needed.

Recommendation: That the Membership Development Committee develop a plan to accomplish this goal.

- f. *Identify and promote best trends, practices, and innovations from other types of libraries such as public, corporate, military, and medical librarians.*

Stage of implementation: Further study in needed.

Recommendation: That the AALL President designate a task force to develop a plan to accomplish this goal.