

**TO:** AALL Executive Board

**RE:** Futures Summit Report

**ACTION REQUESTED/INFORMATION/REPORT:**

Review and comment on the status of the work of the Futures Summit Report Drafting Group.

**ACTION REQUESTED BY:**

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**DATE:**

January 20, 2012

**BACKGROUND:**

Report from the Futures Summit Report Drafting Group for review by the AALL Executive Board.

Attachments: Futures Summit Report

## **AALL Futures Summit Report Drafting Group Goals and Action Items Report**

### ***I. Introduction/Background***

Darcy Kirk, as 2011-2012 AALL President, created a Futures Summit Planning Committee to develop an agenda for and plan a two-day Futures Summit, which was held in November 2011. Attendees of the Summit explored issues regarding communication, member engagement, leadership development, mentoring, generational differences, and ongoing changes in the profession of law librarianship.

In December 2011, Darcy appointed a Futures Summit Report Drafting Group to continue the implementation phase of the Summit. The committee was charged with drafting an executive summary report of the Summit and recommendations for consideration and adoption by the AALL Executive Board.

The Drafting Group spent December 2011 and January 2012 reviewing the transcription notes and survey responses from the Summit. Reoccurring ideas and suggestions were tracked, tallied and later distilled into workable action items, organized by a set of four overarching goals. Under each goal, action items were listed in rank order with ideas that garnered the most support by Summit attendees listed first.

### ***II. Goals***

- i. Advance the relevancy of law librarianship through increased visibility and improved outreach efforts to stakeholders and future colleagues.
  
- ii. Increase the transparency of AALL through more effective communication.
  
- iii. Improve association responsiveness and personalize the member experience.
  
- iv. Provide for cross-pollination opportunities to promote increased communication among association members, foster relationships and information sharing, and avoid “siloeing.”

### ***III. Action Items Related to Goals***

- i. Advance the relevancy of law librarianship through increased visibility and improved outreach efforts to stakeholders and future colleagues.
  - Promote AALL to library and law school students through an increased presence and improved outreach.
  - 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.
  - Investigate and identify generational issues to determine how best to attract future law librarians through increased efforts in recruitment, orientation, and communication.
  - Develop formal collaborative partnerships with other associations in the legal field. 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.
  - Develop products, such as brochures, that showcase the value of involvement in AALL and promote the values of law librarianship in general.
  - Develop and market outward-facing products like CLEs, guides for clinical programs, and columns in bar publications.
  - Embrace and promote non traditional roles of the librarian in order to transform the image of the stereotypical librarian. For example, profile members working in Competitive Intelligence or Marketing in AALL publications.
  - Increase awareness among the AALL membership of relationships that currently exist with other associations and how those relationships are beneficial to members. For example, distribute public updates on what our member representatives are learning about other associations.
  
- ii. Increase the transparency of AALL through more effective communication.
  - 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.
  - Extend and expand dissemination of AALL Board agendas and other relevant background materials to the entire membership in advance of meetings.
  - Increase association transparency by webcasting in real time relevant portions of AALL Board meetings.

- Increase member participation by actively promoting the existing AALL policy to reserve committee slots for newer members on each AALL committee.
  - Create more opportunities for “bottom up” member input in AALL actions and decisions. Explore providing the ability to “like” or “dislike” proposal options to the membership.
  - Offer an instructional webinar on how to best take advantage of what the new AALLNET has to offer.
- iii. Improve association responsiveness and personalize the member experience.
- 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.
  - Enhance current mentoring opportunities by providing multiple nontraditional types of mentorship. Proposed types include speed dating, virtual, “just in time,” group, reverse, informal, and peer.
  - Contact new members personally from both the national and chapter level to offer a warm welcome to AALL upon receipt of membership dues.
  - Encourage continued involvement from members who are not chosen for AALL programs such as the Leadership Academy or AMPC. Contact members personally by phone to encourage alternatives and strategies for future success.
  - Expand AALL membership categories to address changing roles and status of members. Proposed membership categories include “alumni” and “unemployed.”
  - Promote ownership of the association by supporting new leadership and by providing opportunities for emerging leaders to speak, showcase their ideas, and stay involved.
- iv. Provide for cross-pollination opportunities to promote increased communication among association members, foster relationships and information sharing, and avoid “siloeing.”
- Revise current annual meeting programming to create more opportunities for programs in tracks or on core competencies and fewer programs based on library type.
  - Create more opportunities to interact and to share information and ideas across library types. Popular ideas suggested by Summit attendees include “flash mob” programming (fluid and impromptu meetups to discuss issues pertinent to

members), 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.

- Offer available on-demand training in business and management skills. Requested programs include classes on creating budgets, negotiating contracts, hiring personnel and other human resources issues, and promoting lobbying efforts.
- 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.
- Provide opportunities and tools for mentoring outside of library type or geographic region.
- Identify and promote best trends, practices, and innovations from other types of libraries such as public, corporate, military, and medical libraries.
- Identify and promote best trends, practices, and innovations from other fields, such as business and technology, to incorporate into librarianship.

#### *IV. Directives*

Because action items were listed in rank order, the Drafting Group recommends that the Executive Board focus on goals as ranked, with the flexibility to further direct as budget, staff and other priorities permit.