Chapter Leadership Training

Saturday, July 15, 2017
Hilton
Governor’s Ballroom Salon D
Austin, TX
AGENDA

8:00 a.m. - 8:30 a.m.  Continental Breakfast

8:30 a.m. - 9:00 a.m.  Resources To Help Support Chapter Leaders
Julie Pabarja and Michelle Cosby
• Chapter Resources page on AALLNET
• Council of Chapter Presidents
• Council of Chapter Presidents Community
• Chapter Council Chat
• AALL Staff

9:00 a.m. - 9:45 a.m.  All Strategy is Local
Jean Wenger

9:45 a.m. - 10:00 a.m.  Break

10:00 a.m. - 10:45 a.m.  Enhancing Communication with your Chapter
Julie Pabarja and Michelle Cosby
• Chapter websites (HALL, LLAW, LLOPS, LLSDC)
• Chapter newsletters (ALLUNY)
• Use of social media
• Online registration (LLSDC, SCALL)
• Webinar software (GPLLA, CALL)

10:45 a.m. - 11:45 a.m.  Seeking Solutions to Challenges that Chapters Face
Julie Pabarja and Michelle Cosby
• Engaging members – Angela Baldree
• Membership – Dennis Kim-Prieto
• Education – Jason Sowards

11:45 a.m. – 12:00 p.m.  AALL and Chapters
Greg Lambert, AALL Vice President

12:00 p.m. – 1:00 p.m.  Leadership Luncheon - Governor’s Ballroom Salon E

1:15 p.m. – 2:30 p.m.  Legal Considerations for Association Leaders Hilton - Governor’s Ballroom Salon D
Barbara Dunn O’Neal, AALL Counsel, Partner, Barnes & Thornburg, LLP
CHAPTER RESOURCES AND GUIDANCE

CHAPTERS PAGE

www.aallnet.org
  → hover over “Community” (top menu bar)
    → click on “Chapters”

This page lists all 30 AALL chapters and provides links to their website and their executive board (under Profile). All chapter presidents and vice-presidents are members of the Council of Chapter Presidents.

Other helpful information found on this page include:
- Chapter Annual Reports
- Archived Chapter Council Chats
- Chapters and the AALL Annual Meeting
- Chapter Visits (check to see if your chapter is up for a visit from the AALL President this year)

CHAPTER RESOURCES PAGE

www.aallnet.org
  → hover over “Community” (top menu bar)
    → click on “Chapters”
    → click on “Chapter Resources” (right side, under “Inside Chapters”)

This page has resources to help you manage your chapter. You should become familiar with the “General Information and Deadlines” page since it offers a planning timeline.

Other helpful resources on this page include:
- AALL Brand Resources
- Chapter Bylaws
- Chapter Liability Insurance
- Chapter Training Resources (Virtual Leadership Trainings)
- Online Elections
- Preparing Annual Reports for Publication on AALLNET
COUNCIL OF CHAPTER PRESIDENTS COMMUNITY

www.aallnet.org
→ hover over “Community” (top menu bar)
   → click on “My Communities”
     → click the dropdown arrow next to “Communities”
       → click on “Communities I Belong to”
         → search for the Council of Chapter Presidents community

All chapter presidents and vice-presidents are added to the Council of Chapter Presidents Community. You should use the Community to seek solutions from the other chapter leaders or start discussions on a topic that may interest other chapters. All the discussions and documents are archived so you have the opportunity to search past discussions.

CHAPTER COUNCIL CHAT

The Chair of the Council of Chapter Presidents sends out a monthly e-newsletter that provides news and information to share with the Council. Past issues are archived on the Chapters page on AALLNET.
-- ALL STRATEGY IS LOCAL --

2017 CHAPTER LEADERSHIP TRAINING
110th AALL Annual Meeting, Austin, Texas

Selected Resources

Strategic Planning - General

Books:


Articles:
Gail Warren, SCCLL-SIS and Strategic Planning: Overcoming Paralysis and Creating a Successful Plan, 4 AALL Spectrum 22 (March 2000).
- Five tips for implementing the strategic planning process.

Rudi Denham, Strategic Planning: Why Bother? 58 Feliciter 21 (Issue 5, 2012)
- Discusses strategic planning for libraries.

-------- , Strategic Planning is HARD. 92 Texas Library Journal 10 (Spring 2016) http://www.tlxia.org/sites/tla/files/TLJ/TLJ%2092_1_Exhibits.pdf
- Articles discuss the work of the Texas Library Association (TLA) Strategic Planning Task Force.

Mary Keeling, Mission Statements: Rhetoric, Reality, or Road Map to Success? 42 Knowledge Quest 30 (Sep/Oct 2013).
- Description of the process undertaken by the American Association of School Librarians (AALS) to draft a mission statement.
Web publications:
Community Tool Box, University of Kansas: http://ctb.ku.edu/en/table-of-contents
Chapter 8: Developing a Strategic Plan:
Related Toolkit: Developing Strategic and Action Plans:
http://ctb.ku.edu/en/developing-strategic-and-action-plans

Resources from OnStrategy (strategic services firm):
Overview of the strategic planning process: https://onstrategyhq.com/resources/evaluate-strategic-position

OnStrategy's Virtual Strategist Whiteboard Sessions:
Thirteen short videos on how to write mission statements and vision statements, how-to perform SWOT analysis, and how-to set SMART goals, and more.

Vision Statements and Mission Statements

Resources from Top Nonprofits, LLC:
50 Example Mission Statements:
https://topnonprofits.com/examples/nonprofit-mission-statements/
30 Example Vision Statements: https://topnonprofits.com/examples/vision-statements/

https://hbr.org/2011/03/how-nonprofit-misuse-their-mis

From NonProfit Hub:
Mark Koenig, Nonprofit Mission Statements – Good and Bad Examples.
http://nonprofithub.org/starting-a-nonprofit/nonprofit-mission-statements-good-and-bad-examples/
- Chart showing good and bad mission statements.
ENGAGING MEMBERS
SHARING WISDOM
TIPS AND ADVICE FROM PAST CHAPTER PRESIDENTS

• A response goes a long way! You may not always know the answer to a question from one of your members, or they may have sent you unsolicited feedback, but acknowledging that you received their question/feedback/concern goes a long way with showing your members that you are engaged.

• Take full advantage of being a member of a team - bounce ideas off your executive board and especially your immediate past president and veteran members - don't try to lead on your own - it takes a team!

• Be mindful that people are being asked to do more and have overflowing plates in their work and personal lives. It's often hard to make time for volunteering and playing an active role in professional organizations. Acknowledge this and make a commitment to your board and members that you know their time is valuable and it is very much appreciated. Think of ways you can cut back on the time commitment Executive board members, committee chairs and other active members must make - for example, only discuss things on conference calls and board meetings that can't be hashed out via email. Instead of having every committee chair stand and give an update at chapter meetings, ask for brief summaries and circulate them via your chapter discussion board, blog or website and/or put paper copies around on the tables. We all struggle with maintaining and growing our memberships and getting our members to play active roles and volunteer for leadership positions - as president, making a commitment to doing away with unnecessary tasks and time commitments will go far in securing member involvement and your chapters continued success.

• Find the leaders of other chapters of the same size during the leadership training and make arrangements to support each other.

• Form a strong relationship with your Vice President. You need their buy-in to make any lasting change and they can be great support as they are preparing for their own go at leadership and want to do as much as possible to be prepared for when it is their turn.

• Always remember that you are not in this alone. The people around you, both within and outside of your chapter, have a wealth of knowledge and perhaps are dealing with the same problems/issues as you. Reach out to them and do not be
afraid to ask. People are more than willing to assist and want to help you succeed. Let them!

• Create a "President's Master Calendar" to keep tabs on all the organization's responsibilities (e.g. SOS filings, regular meetings, grant awards). The document can be posted to the members-only portion of your website for use by future Presidents. This document can be very helpful in terms of making sure nothing gets missed. It will help the President not feel completely overwhelmed.

• Make a list of goals you hope to accomplish your year (improve communication, increase member participation, offer more education opportunities – whatever you can dream of wanting your legacy to be). List ways to accomplish those goals. Enlist people to help you. Achieve those goals!

• Consult your predecessors. Your former chapter leaders have been there, done that. They are familiar with the challenges that confront you, are great resources, and they are always willing to help.

• Be aware of the resources available at AALL and make use of them when you need assistance to solve a problem.

• I have been fortunate to have great role models who are generous with their time and knowledge. I strive to do the same & think of how I can do the best for the membership.

• Continue to learn from long-time -and newer- members of the chapter and take advantage of the many resources AALL provides for chapter leaders, but use your innovative ideas to grow and reshape the future of the chapter as the future of our profession itself continues to evolve.

• Calendar, calendar, and calendar. Know your chapter events and when they are to occur, including the deadlines ahead of them. Plug those into your calendar, so you can stay ahead of the curve.

• Your presidency will fly by - enjoy every minute of it!