

**Georgia Library Association  
Executive Board Meeting  
July 19, 2012, 10:00 a.m.  
Agnes Scott College, Decatur, GA**

**Present**

Liz Bagley, Ashley Dupuy, Ginny Feher, Carolyn Fuller, Ann Hamilton, Jeff Heck, Julie Higbee, Cathy Jeffrey, Tessa Minchew, Kara Mullen, Katherine Ott, Yadira Payne, Brenda Poku, Carol Stanley, Sarah Steiner, Diana Very , Christopher Warren

**I. Call to Order and Welcome – Liz Bagley**

Liz called the meeting to order at 10:06 a.m.

**II. Approval of Minutes from Midwinter Meeting – Liz Bagley**

No amendments offered and the minutes were approved unanimously.

**III. Treasurer’s Report – Cathy Jeffrey *(see full report, pp. 10-12)***

Cathy reported a \$1,285.00 net income. She feels that whenever this figure is not a negative, it’s a good thing. She just finished reimbursing a lot of the ALA travel and Liz Bagley also gave some of her travel funds to other groups to help with their travel, which is why the ACRL rep travel line was a little higher than usual. Cathy asked for budget questions before moving onto auditing.

Cathy points out that we need to have the books audited before we switch treasurers. According to Gordon Baker, previous audits were done by a bookkeeper at a public library. Cathy does not think that the books were audited before she took over the office from Ray Calvert in 2009, and she’s not certain when the last audit was conducted. Carolyn Fuller stated that her bookkeeper may have done the last audit and she thinks that they (the Henry County Library System) have done it twice. Cathy stated that an audit is supposed to be conducted annually, but she thinks that it certainly needs to be done before she turns the office over to the next Treasurer in 2013. She notes that GLA accountant has looked at it ever year when they have done our taxes, but that is not a true audit. Carolyn stated that her bookkeeper would be willing to do this and they would not charge the Association for the service. Carolyn felt that the audit would probably take her bookkeeper about a day.

After she did the taxes recently, the accountant informed Cathy that GLA may be in a position to greatly simplify our tax filings. If the Association does not raise more than \$50,000.00 in 2012, we could do our own taxes on a simpler form. Doing this would save the Association about \$900.00. Cathy stated that our income is fairly close to this mark every year. Ashley Dupuy, who is running unopposed for Treasurer in 2013, stated that she did not mind looking into this option

and doing it if it will save the Association money. Cathy pointed out that doing this would mean that we would lose the relationship we have with our current accountant. Carolyn suggested that we do the simplified filing every three years and have the accountant look at the books in the 4<sup>th</sup> year. Ann Hamilton suggested making this a part of the procedure of changing the Treasurer.

Cathy felt that the books needed to be closed at the end of December. Then the audit and account transfer procedures should be done in the first week in January and the CDs transferred in February.

**IV. Administrative Services Report – Kara Mullen** *(see full report, pp. 13-15)*

Kara stated that she has produced membership lists when they are requested, including one for Georgia Archives Month. She provided information for membership surveys conducted by Sarah Steiner and for the GaCOMO postcards. She sent new Interest Group rosters to all the Interest Group chairs. She is also about to purge the listserv of lapsed members. There are currently 919 people subscribed to the listserv and the membership is at 664. Kara stated that she only purges people who have been expired for over a year.

**V. GLQ Board Report –Jeff Heck** *(see full report, pp. 16)*

Jeff announced that GLQ will incorporate the GLA Spotlight into each issue. He reminded the Board that part of the original intent in moving to the digital platform was to be able to dispense with expensive layouts for each issue. However, he noted that GLQ, in response to feedback, was reinstating some elements of layout. He will be using the Spotlight photo for the cover, to make the compiled file more closely resemble a traditional journal. GLQ will still accept ads, if they're offered, but is no longer going to actively seek advertisement revenue. Since the journal has no costs to support, any money received is a bonus for GLA. Christina Teasley is the new ad manager. The journal has moved to Chicago Style only. Virginia Feher is updating the peer review structure and will put out a call for reviewers in July. Fay Verburg is revamping the book review process in hopes of getting more reviews. Christina Teasley is trying to revive the photo contest. Diana Very, President Elect, stated that she was considering some sort of photo contest, or calendar, as a fundraiser and she will speak with Christina about uniting their efforts.

**VI. ALA Councilor's Report – Ann Hamilton** *(see full report, pp. 17-21)*

Ann offered the Board an overview of the ALA Mobile Commons a new text message alert and advocacy service for librarians. Ann stated that this is, conceptually, the next iteration of CapWiz. ALA is looking to transfer some of its outreach projects to state associations, to encourage them to do something for the community during their conferences. Ann felt that there wasn't enough time for us to do something physical this year, but since we're combining with SELA it would be a great opportunity to do a drive for a Macon organization, such as a food

bank. Ann stated that she was willing to coordinate the effort. The Board approved Ann's suggestion.

## **VII. Division Reports**

### **Academic Library Division – Katherine Ott**

Katherine reported that the slate of candidates for 2013 ALD officers had been completed by Rebecca Rose and they are available on the website. Chris Warren has secured the speaker for the joint GaCOMO luncheon. The scholarship papers are on the program. Amy Bursi has taken over the academic paper competition from Eva Lautemann who recently retired. Amy has sent out a call for papers and readers. The rubric is still going forward and the scholarship organizations, Yankee Book Peddler & EBSCO, are on board, but they aren't sure if they'll have representatives at the luncheon. Liz pointed out the Amy Bursi thinks that she'll have enough papers for two sessions. It is set up right now to give the awards at the joint luncheon and then present the papers in a session afterwards, which has worked best in previous years. Liz hopes to have the papers chosen by the time the program goes to press, so they can be included. Papers are due the first week in August & Amy expects to have the final decisions by early September.

### **Public Library Division – Christopher Warren** *(see full report, pp. 22)*

Chris reports that he has secured Mark Bauerlien, author of the Dumbest Generation, for the joint PLD/ALD luncheon. Mr. Bauerlien has agreed to accept a \$500.00 honorarium, the funding of which will be divided between ALD and PLD. Chris is still working out the details of selling Mr. Bauerlien's book, whether that will take place after the speech or at the authors' reception. Twenty authors have confirmed for the reception and Chris is waiting to hear back from approximately sixty more. Jocelyn Jackson will attend the authors' reception. Chris has been working with Cindy Daniel, Barnes and Noble's community relations coordinator. The conference committee will be working with them to ensure that they have a visible booth. Chris' one concern now is funding. Only EBSCO has made a contribution to support the author's reception.

### **Paraprofessional Division – Barbara Dantlzer**

No report

### **School Library Division – Stephanie Jones**

No report

### **Special Library Division – Liz Bagley for Sheila Devaney** *(see full report, pp. 23)*

Liz read a report that Shelia submitted via email. The Chair of SELA's Special Libraries Division will be unable to attend GaCOMO, but Shelia has scheduled some joint events in addition to the

Special Libraries Division's annual business meeting. Shelia has completed an SLD membership survey that she intends to use for discussion at this meeting. The SLD is also co-sponsoring The Day in the Life panel with the Emerging Librarians interest group.

**Trustees Friends Division / FOGL – Liz Bagley for Gordon Baker** *(see full report, pp. 24)*

Liz read a report that Gordon submitted via email. The GLTFAA and the Trustees and Friends of the Library Section of SELA will present a joint program at GaCOMO, tentatively titled "How to Hold a Successful Book Sale". Gordon is coordinating the session with Jennifer Duke.

**VIII. Interest Group Council Report – Yadira Payne**

Yadira reports that she sent out an email to all the interest group chairs and vice chairs, asking for agenda items for the Executive Board, but no one had anything to bring forth. The Chair of the Distance Education group is no longer at his institution and is probably not active in his group anymore. Yadira spoke with the Vice Chair of the Distance Education group and she is willing become Chair. The Government Information group expressed concerns about the possibility of their sessions all being booked at the same time at GaCOMO. Yadira assured them that last year was an anomaly. Liz noted that she has tried to space out all the sessions evenly, and while there still may be some conflicts she has done everything she could.

**IX. NMRT Report – Ginny Feher** *(see full report, pp. 25-26)*

Ginny reported that the Atlanta Emerging Librarians' April program went very well and there were about forty people in attendance. The next program is scheduled for August 4 and will discuss grant funding. Sarah Steiner is involved in the October program and the Decatur Public Library is going to let the group hold this program in their auditorium free of charge. The New Members Round Table sponsored five programs for GaCOMO and all were accepted. Ginny is continuing sending welcome emails to new members. She stated that she needs to recruit more reviewers for virtual resume review service. The in person review clinic has a one hour slot and three reviewers registered. Liz mentioned that we could have a webpage to suggest ways that people can volunteer and resume review could be included if NMRT wants. Sarah asked Ginny if the AEL group is still pushing GLA membership, as it used to be a good source of new members. Ginny said that, at each meeting, they discuss the GLA affiliation and encourage people to join.

**X. Committee Reports**

**Awards Committee – Liz Bagley for Lou Ann Blocker** *(see full report, pp. 27)*

Liz read a report that LouAnn submitted via email. The nominations deadline was extended, which has had to happen regularly so LouAnn recommends a later deadline in future. Nominations are still largely from academic libraries. The committee submitted their list of winners, which was approved by the Board.

**Conference Committee – Liz Bagley** (*see COMO 2012 Updates under New Business*)

**Constitution & Bylaws Committee – Brenda Poku**

No report.

**Government Relations Committee – Julie Walker**

No report.

**Handbook Committee – Julie Higbee**

[http://gla.georgialibraries.org/comm\\_bylaws\\_proposed\\_amendments\\_2012.pdf](http://gla.georgialibraries.org/comm_bylaws_proposed_amendments_2012.pdf)

Julie Higbee prepared a handout of the proposed changes to the handbook and went over them with the Board. The first ones on list were cosmetic, such as references being made to the wrong articles, or committees not matching the names on the website. Julie pointed out that the bylaws for nominations need to be made more inclusive of electronic voting. There was discussion about the Auditing Committee and the Board feels that this committee should become an as-needed subcommittee of the Budget Committee and an audit should be performed every time the Treasurer changes. There was further discussion and some concern that the Auditing Committee should not be under the Budget Committee because it is the Treasurer's work that is being checked. Cathy proposed that having the books audited every time the Treasurer changes should become a responsibility of the Executive Board. Carolyn concurred and proposed that, every January, the Executive Board should secure someone to audit the books. She made the point that it is hard to recreate a lot of the necessary information after three years. Julie proposed removing all reference to the Auditing Committee and adding it to section of powers and duties under the Executive Board and she'll send the final wording to the Board for approval. This duty will be assigned every January.

Current language in the handbook also talks about the Executive Board meeting six times a year instead of the current quarterly schedule. Carolyn proposed setting a minimum number of board meetings and then the Board can meet more often if necessary. Cathy proposed using the wording "at least quarterly" instead of specifying times of the year that the Board should meet.

It was proposed that the name of the Midwinter Planning Meeting should be changed to Midwinter Meeting, to indicate the inclusive nature of this event. The proposal was approved.

Kara asked about the handbook reference to the archived issues of GLQ ( the responsibility of the journal to maintain and furnish back issues). Jeff stated that older issues had been sent to the VSU Archive and that the full text of many older GLQ articles is now available through OmniFile Full Text Mega (formerly a H.W. Wilson database, now owned by EBSCO). Julie asked if Wilson, now EBSCO, still owns the rights to those and that would prevent us from scanning back issues and putting them online. Ann Hamilton thinks it does.

There was some discussion about the Vice-Chair/Chair Elect of the Scholarship Committee being an appointed or volunteer position. It was decided that it should be a volunteer position.

Carol pointed out that there needs to be a full Association vote on proposed changes at GaCOMO and the Board concurred. A statement about this will be added to the mailed officer ballot.

Ann needs to add some language regarding the ALA Councilor transition. The exact wording was approved, but it didn't make it into the Handbook. Ann will get this wording to Julie.

#### **Membership Committee – Sarah Steiner** *(see full report, pp. 28)*

Sarah reported that she ran two surveys, one for current and one for dropped members. The response rate on the current members' survey was 126. The survey revealed that members would like to see more GaCOMO sessions and the committee has devised some ideas to facilitate that such as encouraging presenters to set up speed sessions, discussion groups, etc. There was some discussion about the need for more regional activities throughout the year. The committee will encourage groups to host these, particularly outside of Atlanta. Sarah is not sure if these activities would be available to members only, or if there would be a charge for non-GLA members. Sarah asked for ideas and volunteers to host something regional. Another point gleaned from the survey is that the Association needs to more effectively market the things it already offers. Sarah is constructing a recruitment plan incorporating these survey findings. She encourages the Board to look at the Zoomerang results comments, the URL for which she has emailed to the Board. There were only eight responses from the dropped members' survey but it was sent to 130 people, many of whom renewed because they had not realized that their memberships had expired. Sarah and Kara will send out this survey regularly to encourage renewals.

#### **Nominating Committee – Tessa Minchew**

Tessa reported that the officer slate for 2013 has been completed. She will put the candidate profiles on the website. Kara will put that URL on the mailing and send it out. Kara reports that there will still be a physical mailing for voting this year, but she is investigating the possibility of electronic voting for next year.

#### **Public Relations Committee – Pete Bursi**

No report.

#### **Scholarship Committee – Ashley Dupuy** *(see full report, pp. 29-30)*

Ashley reported that the committee has submitted handbook changes and the scholarship winners have been selected. Kimberly Boyd was the chair of this part of the committee and Ashley thanked her for her service. Kimberly asked Ashley to note that the criteria for the "library experience" section should be modified to include "library participation". The current

criteria are not inclusive for people who may not have worked in a library or are students coming right out of a bachelor's degree. The Board suggested changing this category to "Library-Related Participation or Experience" and including a parenthetical explanation. Liz asked if the winners would be able to come to GaCOMO. If so, the Association will cover a small portion of their expenses and pay for their registration and meal at the awards banquet. There was some question about whether or not they could bring a guest to the banquet and the Board decided that that would be fine.

Ashley reported that the Scholarship Raffle will be held in the atrium. She has started to work on prizes and will be sending emails to the listserv soon. If anyone on the Board would like to solicit or give prizes, please email Ashley or Linda Jones. They will solicit volunteers for the booth in August or September. The committee is also creating a section of prizes that can be mailed to people who cannot be in attendance at the raffle.

**Student Media Festival Committee – Liz Bagley for Gordon Baker** *(see full report, pp. 31)*

Liz read a report that Gordon submitted via email. Approximately 150 individuals volunteered for the 2012 Georgia Student Media Festival. The festival included 1126 projects from 4150 individual students, representing 25 Georgia school districts. 560 projects moved on the International Student Media Festival.

**SELA Report – Liz Bagley for Gordon Baker/Debbie Meyer** *(see full report, pp. 32)*

Liz read a report that Gordon submitted via email. SELA has scheduled and awards breakfast and business meeting for October 5 and will install new officers at that time. Anyone interested in serving in SELA committees should contact Gordon. Future joint conferences with other SELA member states are currently being studied.

**XI. New Business**

**Division Candidate Approval & Ballot Mailing – All**

Voting will be by paper ballot this year and the Association will prepare for electronic voting for next year.

**GLA Spotlight Guidelines – All** *(see full report, pp. 33)*

Tessa passed out the revised guidelines for the GLA Spotlight and received feedback from the Board. She will incorporate this feedback into the final guidelines, which will be sent to the Board for approval.

**CSW Funding Request – Sarah Steiner**

Sarah requested \$200.00 for the Carterette Series Webinars to fund the annual fee for a Vimeo PRO account. This account will allow the Carterette Series to host separate archives for each

webinar with no bandwidth caps or video time limits. The request was approved unanimously and will enter the budget as an annual expenditure.

**GLA Mission Statement – Liz Bagley** (*see full report, pp. 34*)

Liz reported that the mission statement was a part of 2005 strategic planning process. The Board did not look the mission statement at this meeting, but Liz would like the Board to discuss it at the GaCOMO meeting and refresh it for the website. Diana had planned on working on this during her term, so the Board agreed to delay discussion she takes over in until 2013.

**COMO 2012 Updates – Liz Bagley & Gordon Baker**

Liz Bagley shared the Save the Date postcard produced by JLH. She reported that the Macon Marriott's sales manager left unexpectedly, but the catering manager is working with GaCOMO to ensure a smooth conference. A portion of the COMO Steering Committee and a few volunteers met at JLH's offices on June 29 to review program proposals. GLMA had an unexpected leadership change, so GLA has taken over the programming role to a large degree. Last year's COMO Chair, Betsy Razza from GLMA, was very helpful in plotting the available rooms to maximize opportunities for programs. Liz reviewed last year's survey feedback before arranging tracks and also consulted the Tech Services Interest Group which proposed a solid number of sessions. Presenters have been notified of acceptances, and draft program tracks have been being plotted on the conference grid. Diana Very has responded to those who submitted poster session proposals; we had a great inaugural response with more than 30 posters proposed and room for 24 poster sessions over 3 time slots. Diana gave proposers a choice of which to present if they'd submitted two poster ideas. She and Liz are coordinating details since there are several program presenters who also are doing a poster session.

COMO will have a good mix of concurrent sessions and four pre-conferences - plenty to appeal to a diverse audience, enriched by colleagues in SELA. Liz asked that any GLA board members interested and available stay after the meeting to review the plotted grid to date and offer feedback. She also distributed printed copies, with thanks to her admin assistant Marianne Bradley, for mail merge and spreadsheet support of COMO logistics. Author Joshilyn Jackson has happily agreed to stay after her Thursday afternoon keynote to sign books at the Authors' Reception; her newest novel comes out in paperback on September 26. Chris Warren is doing a fabulous job managing the Authors' Reception plans.

Tessa has been phenomenal as our volunteer COMO web guru. Lots of helpful information is available on the web site. The registration form is expected to be posted by early August. This year for the first time we will have a web form to gather interest in volunteer opportunities, such as blogging at the conference, helping with the scholarship raffle, resume review, etc.

Deborah Caldwell-Stone from ALA's Office of Intellectual Freedom will present an update in two sessions (pick one). With Eva Lautemann's retirement, Amy Bursi has taken over as point person for the GLA Academic Presented Papers and plans two sessions of those. We've arranged for a

sufficient number of loaner projectors and screens, meaning that COMO will not have to pay expensive equipment rental fees, and SELA presenters traveling by plane will not have to lug projectors with them.

Liz and Kara Mullen shared Gordon Baker's list of vendors that have committed to having booths in the exhibit hall. Liz nudged some at ALA and asked all board members to encourage their vendor contacts to participate in COMO and to consider sponsoring events such as Movie Night or the Authors' Reception.

**XII. Next Meeting**

Wed., October 3, 2012 (GaCOMO, Macon, GA)

**Adjournment at 1:00 p.m.**

**\*Handouts and reports submitted by Executive Board members are on the following pages.**

4:55 PM

07/18/12

Cash Basis

Georgia Library Association  
**Balance Sheet**  
As of July 18, 2012

◇ Jul 18, 12 ◇

ASSETS

Current Assets

Checking/Savings

Checking

▶ 65,892.60 ◀

Total Checking/Savings 65,892.60

Total Current Assets 65,892.60

TOTAL ASSETS 65,892.60

LIABILITIES & EQUITY

Equity

Retained Earnings 193,307.06

Net Income -127,414.46

Total Equity 65,892.60

TOTAL LIABILITIES & EQUITY 65,892.60

**Georgia Library Association  
Cash Flow  
2012**

Jan 1 - Jul 18, 12

<b>Income</b>	
<b>Conference/Program Income</b>	
ACRL Reimbursement	239.00
COMO	11,023.76
Georgia Library Day	20.00
Midwinter Conference	3,870.00
<b>Total Conference/Program Income</b>	<u>15,152.76</u>
<b>GLQ Income</b>	
Advertising	150.00
Subscriptions	25.00
<b>Total GLQ Income</b>	<u>175.00</u>
<b>Investment Income</b>	
Investment Gain	0.22
<b>Total Investment Income</b>	<u>0.22</u>
<b>Membership</b>	
Benefactor	121.95
Organization	148.60
Paraprofessional	260.08
Professional	5,187.63
Retired	149.15
Student	286.56
Student - ALA	1,435.00
Sustaining	97.50
Trustee	19.26
<b>Total Membership</b>	<u>7,705.73</u>
<b>Scholarship Income</b>	
Scholarship - Unspecified	45.00
<b>Total Scholarship Income</b>	<u>45.00</u>
<b>Total Income</b>	23,078.71
<b>Expense</b>	
<b>Administration</b>	
CPA Fee	900.00
GLA Administrative Services	9,000.00
Postage	248.76
Printing	309.00
<b>Total Administration</b>	<u>10,457.76</u>

**Georgia Library Association  
Cash Flow  
2012**

Jan 1 - Jul 18, 12

<b>Awards, Grants &amp; Scholarships</b>	
Beard Scholarship	500.00
Hubbard Scholarship	2,250.00
<b>Total Awards, Grants &amp; Scholarships</b>	<u>2,750.00</u>
<b>Bank Charges</b>	
Returned Item Chargeback & Fee	12.00
<b>Total Bank Charges</b>	<u>12.00</u>
<b>Conference/Program Expenses</b>	
Atlanta Emerging Librarians	206.02
Georgia Library Day	349.29
Midwinter Planning Meeting	3,396.23
<b>Total Conference/Program Expenses</b>	<u>3,951.54</u>
<b>Dues and Donations</b>	
American Library Association	150.00
Freedom to Read Foundation	100.00
Georgia Archives Week	100.00
Georgia Student Media Festival	1,500.00
<b>Total Dues and Donations</b>	<u>1,850.00</u>
<b>Sales Expense</b>	
Georgia Sales Tax	28.56
<b>Total Sales Expense</b>	<u>28.56</u>
<b>Travel</b>	
ACRL Representative	600.00
ALA Councilor	1,535.86
President	607.23
<b>Total Travel</b>	<u>2,743.09</u>
<b>Total Expense</b>	<u>21,792.95</u>
<b>Net Income</b>	<u><u>1,285.76</u></u>
Bank of America CD (Scholarship)	<u>87,917.30</u>
Bank of America CD (Generals)	41,101.59
<b>Total Investments</b>	129,018.89

## GLA Administrative Services Activity Report

July 19, 2012

### **DATABASE**

Regular maintenance

### **MEMBERSHIPS**

Processed memberships

### **DIVISIONS/INTEREST GROUPS/COMMITTEES**

Created member lists for:

*New Members Round Table*

*Assessment*

*Collection Development*

*Circulation & Access Services*

*Distance Education*

*Government Information*

*Library Services for Persons with  
Disabilities*

*Information Technology*

*Intellectual Freedom*

*Interlibrary Loan*

*Reference Services*

*Technical College Libraries*

*Technical Services*

**MEMBERSHIP LIST**

Georgia Archives Month  
Membership Committee Surveys  
  
COMO "Save the Date" registration cards

**GLA ADMINISTRATIVE SERVICES EMAIL**

Responded to emails received or forwarded to appropriate members of the Board

**SCHOLARSHIP COMMITTEE**

Mailed donation acknowledgement forms

**GLA LISTSERV**

Manually subscribed new members  
  
Troubleshoot technical issues with member accounts  
  
915 members currently subscribe

## GLA Membership Report

July 19, 2012

Membership Type	July 10	Oct 10	Jan 11	May 11	July 11	Oct 11	Jan 12	Mar 12	Jul 12
Professional	354	404	369	375	379	438	387	396	350
Student	154	156	161	155	131	147	146	149	160
Paraprofessional	79	87	80	78	75	100	90	88	78
Life/Honorary	48	47	48	44	44	44	44	44	44
Retired	31	29	29	25	25	24	20	21	13
Organizational	12	11	9	9	8	8	7	8	8
Trustee/Friend	9	11	11	9	8	8	6	6	6
Corporate	3	3	2	2	3	4	4	4	3
Sustaining	2	2	2	1	1	1	1	1	1
Supporting	0	1	1	2	2	2	2	1	0
Benefactor	0	1	0	1	0	0	0	0	1
<b>Total</b>	<b>692</b>	<b>752</b>	<b>712</b>	<b>701</b>	<b>676</b>	<b>776</b>	<b>707</b>	<b>718</b>	<b>664</b>

**GLQ Notes for GLA Board meeting July 19, 2012**

- \* We continue.
- \* The GLA website Spotlight will be published in the GLQ. The photo will be used as the cover each issue.
- \* The board chose to adopt an advertising policy of accepting advertising if it is offered but not to require it for each issue. Christina Teasley will serve as Advertising Manager
- \* Style - All materials must be submitted according to Chicago Manual of Style.
- \* Ginny Feher is working to update the peer-review structure and will publish a call for peer reviewers in July.
- \* Fay Verburg is revising the book review process.
- \* Fay – possible to use Stat Courier to transport review book to the author? If not, Jeff will pay shipping.
- \* Christina Teasley has volunteered to guide the photo contest this year. The previous contest will be archived on Flickr.

## 2012 ALA Annual Councilor's Report<sup>1</sup>

### Ann Hamilton

Friday afternoon, June 22, I attended the Council /Executive Board /Membership Information Session which included reports from the ALA President, President-elect, Treasurer, and Executive Director. Reports were also presented for the Freedom to Read Foundation, the Endowment Trustees, and the Budget Analysis and Review Committee. I can provide links for any of these reports to anyone interested in more information.

The ALA Membership Meeting followed the information session. This was a time for the meeting, and attendance was greater than it has been for quite some time. Members approved two resolutions to be forwarded to Council for consideration. A Resolution on Voter Suppression in America encouraged libraries and librarians to provide information to citizens to mitigate the restrictions on voter registration should they remain in effect on Election Day. A second resolution, titled School Libraries and Librarians Are Critical to Educational Success, asked the ALA Presidential Task Force on School Libraries to address the need for school librarian advocacy, and resolved that ALA will: encourage state library associations and affiliates to influence legislation requiring adequate funding for school libraries, encourage a federal lobbying effort for school libraries, and seek partnership with national organizations on those efforts, among other efforts. Council action on these resolutions will be included later in this report.



Saturday afternoon I participated in Chapter Relations Committee (CRC) I. Meetings of the CRC are usually interesting because they offer both the opportunity to hear from ALA leadership and to hear from other chapters aka state library associations. The most exciting report at CRC I was from a group of Emerging Leaders who developed a plan to transfer ALA's "Librarians Build Communities" program that began in New Orleans after Katrina to a similar program for state library associations. The group's logo is pasted above. ALA members interested in the report can view it on ALA Connect at <http://connect.ala.org/node/181394>. If anyone else is interested, please let me know. I plan to recommend a small project for COMO since Southeastern Library Association members will be joining us this year.

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<sup>1</sup> Thanks to Laurie Borman whose reporting in the June 27 issue of *AL Direct* helped provide information about Council and Membership meetings.

Sunday began with Council I. Council I, Council II (Monday), and Council III (Tuesday) were clearly and succinctly described in *AL Direct (6/27/2012)*. I'm pasting those reports into my report for easy reference. Please let me know if you'd like further information.

**ALA Council I Session in Anaheim** (Laurie Borman in *AL Direct 6/27/2012*)

"In an unusual session, ALA Council I in Anaheim . . . took time to discuss its own effectiveness, working with ALA President-Elect Maureen Sullivan. Council members broke into small groups and, after several minutes of discussion, reported out on each group's priorities. The group recorders provided notes to Council Secretariat Lois Ann Gregory-Wood and following the conference, the Council Orientation Committee will work with Parliamentarian Eli Mina to analyze the worksheets and determine next steps.

Councilors also heard a report from Digital Content and Libraries Working Group Cochairs Sari Feldman and Robert Wolven.

Under new business, three resolutions were presented. A resolution opposing voter suppression in America (Council Document #40) was heavily discussed, and passed after an amendment to strike part of the resolution was defeated. The resolution "opposes voter ID laws, restrictions on voter registration, cuts to early voting, and any other laws resulting in the restriction of lawful access to voting, and encourages libraries, librarians, and library professionals to provide information to citizens to mitigate the restrictions should they remain in effect on Election Day.

Two other resolutions, one affirming access to information and recommending library support for Wikileaks (CD#41) and the other in support of whistleblower Bradley Manning (CD#42), were both defeated."

The ALA-APA Council met immediately following Council I. The majority of the short meeting was devoted to reports. The only action taken by Council was the approval of the ALA-APA Budgetary Ceiling for FY2013.

Sunday night I participated in the first of two Council Forums held at each conference. These meetings offer Council members the opportunity to discuss topics that will be discussed during Council meetings and topics councilors are proposing for Council discussion. Even though there were no "hot topics" pending or proposed, Sunday's meeting lasted from 8:30 until 10:00.

Monday began with Council II. It was reported in *AL Direct (6/27/2012)* as follows:

**ALA Council II Session in Anaheim** (Laurie Borman in *AL Direct 6/27/2012*)

"Retiring Councilors and Executive Board members were recognized . . . as the Council moved quickly through its agenda.

ALA Treasurer James Neal gave the ALA Treasurer's Report, which included annual estimates of income for FY2013, and a budgetary ceiling of \$65,026,831 was approved. The policy manual revisions (CD#10.3) proposed by the Policy Manual Task Force was also passed.

In new business, a resolution that school libraries and librarians are critical to educational success (CD#41 Rev.), which was referred from Saturday's Membership Meeting, was passed unanimously.

Councilors also discussed a report on streamlining Annual Conference Programming. Executive Director Keith Michael Fiels provided total attendance figures as of Sunday for the Anaheim conference: 20,021 including free exhibitor passes, noting the numbers were nearly identical to the 20,042 attendance at the 2011 Annual Conference in New Orleans, and only about 2,000 fewer attendees than in 2008. "Certainly the exhibitors were very pleased," Fiels said."

Monday afternoon included both CRC II and the Chapter Councilors Forum. The highlight of CRC II was a report from Emily Sheketoff, Executive Director of the ALA Washington Office, and Ted Wegner, Grassroots Coordinator in that office. They introduced ALA's new Mobile Commons for library advocacy. One can sign up for this new service either by texting the word "library" to 877877 or by signing up online at [districtdispatch.org/textalerts](http://districtdispatch.org/textalerts). The rest of the meeting was devoted to reports and discussion. There were lively discussions of several topics of interest to state associations at the Chapter Councilor Forum. I had the opportunity to introduce GLA's incoming Councilor – Lorene Flanders – to the group.

Council Forum II was very similar to Council Forum I. It also lasted the scheduled time in spite of a relative lack of "hot topics."

Tuesday morning began at 7:45 am with Council III. It was reported in *AL Direct (6/27/2012)* as follows:

**Council III Session in Anaheim** (Laurie Borman in *AL Direct 6/27/2012*)

Council III zipped through a short agenda . . . .

Memorial resolutions were read for Ray Bradbury, Kathleen Hegarty, Sara Fine, James Clifton Welbourne, Wanda L. Crenshaw, Jane Howell, Alexander Boyd, and Richard E. Bopp. A tribute to Abbé Charles-Michel L'Épée, inventor of sign language for the deaf, was also read.

In the Council Tellers report (CD#12.3), 144 councilors cast ballots for the Council Committee on Committees (2 were voided) and the following were elected to a one-year term: Sol A. Gomez, Terri G. Kirk, Em Claire Knowles, and Rocco A. Staino. In addition, 144 councilors cast ballots (none were voided) for the Planning and Budget Assembly, and the following Chapter Councilors were elected to PBA for two-year terms: Alan A. Kornblau and Andrew B. Wertheimer, and the following Councilors-at-Large were elected to PBA for two-year terms: Diane R. Chen Kelly, Gail A. Schlachter, and Courtney L. Young.

The Committee on Legislation (CD#20.4) and Intellectual Freedom Committee (CD#19.2) reports were delivered.

In new business, a resolution on Homelessness and Libraries (CD#45) was referred to the Intellectual Freedom Committee.

Following the end of Council III I had the opportunity to hear one of the best speakers I've ever heard at ALA. In my opinion, the article from *AL Direct* I've pasted here doesn't begin to reflect the effectiveness of J.R. Martinez as a speaker, but I hope it will give you some idea of his story. If his name sounds familiar it's because he's been both a soap opera star and a star of *Dancing with the Stars*.

**J. R. Martinez's Message of Strength and Survival** (Submitted by [George Eberhart](#) , 06/26/2012)



J. R. Martinez at the ALA Conference Closing Session.

At the Annual Conference Closing Session on Tuesday, outgoing ALA President Molly Raphael gave a heartfelt summary of her past presidential year. Previous presidents have had to deal with filtering or the USA Patriot Act, she said, but for her the focal points were e-content challenges and school library closings. She introduced all the incoming divisional presidents and incoming ALA President Maureen Sullivan, who presented her with her "first business card showing her as ALA Past President."

Sullivan introduced motivational keynote speaker J. R. Martinez, who has overcome the severe burn injuries he sustained over 40% of his body in a Humvee incident in Iraq on April 5, 2003, to become the winner of *Dancing with the Stars* eight years later, as well as an early literacy practitioner and the author of a book, *Full of Heart: My Story of Survival, Strength, and Spirit*, forthcoming in November.

Martinez said he was not a big reader in school, but he did mention his school librarian, Mrs. Knightwater, who, when he told her there was a book misshelved, instructed him to do his part and put it where it belonged.

"We all have a big boom of some kind in our lives," Martinez said, "and that makes us all the same. You can't be afraid of showing your scars." At first he was depressed and withdrawn about his injury, but soon he decided to use his experience to help others, visiting with patients in the hospital, sharing his story, and listening to theirs.

“There is a reason you take the journey, there’s a reason you take the path,” he said. “Life is jumping in the pool. Jump in the pool and learn to swim.”

The Presidential Inaugural Brunch that followed the Closing General Session offered good food and good music shared with good friends. I saw several long-time friends and met new ones while enjoying the brunch menu. The event was fun, and it was a good bit more relaxed than the Inaugural Ball I attended several years ago.

An excellent overview of the entire conference is available at [http://americanlibrariesmagazine.org/al\\_direct/06272012](http://americanlibrariesmagazine.org/al_direct/06272012)

**Report from the Public Library Division  
For the Executive Board Meeting  
July 19, 2012**

**I. Authors' Reception.**

Over the past several months, additional writers have been invited to participate in the Authors' Reception. At this time, a total of eighty-five authors, illustrators, and publishers have been invited and, eighteen authors have confirmed their participation, with many more expected to confirm over the next few weeks.

Contact has been made with Cindy Daniel, Community Relations Coordinator for the Barnes and Noble located in the Shoppes at River Crossing. Ms. Daniel is following up with the Athens Barnes and Noble and with her national counterparts to coordinate exactly what Barnes and Noble's role will be at the reception. These details are expected to be finalized by the end of July.

Contact has also been made with the Atlanta Writers' Club, the Crossroads Writers Conference, and the South Carolina Author Connection. The details of these potential partnerships have yet to be worked out but will be finalized by the end of July as well.

Funding for the reception has become a bit of a question mark, as the only sponsor to have contributed thus far is EBSCO, and the division has only \$250 left for its programming budget.

**II. Joint Division Luncheon.**

Mark Bauerlein, Emory professor and author of *The Dumbest Generation: How the Digital Age Stupefies Young Americans and Jeopardizes Our Future (Or, Don't Trust Anyone Under 30)*, has been confirmed as the speaker for the joint luncheon of the Academic Library Division and the Public Library Division.

Dr. Bauerlein has agreed to accept an honorarium of \$500. Both divisions have contributed equally to this honorarium.

## **Special Libraries Division Report**

I did hear back from Sheila Cork, chair of SELA's Special Libraries Division and unfortunately she will not be attending GLE/SELA in Macon. I went ahead and have scheduled some events for GLA/SELA anyhow.

The Special Libraries Division will be hosting its annual business meeting and is co-sponsoring The Day in the Life panel with the Emerging Librarians interest group. I also will be participating in a panel presentation on the 1940 Census for the Government Information Interest Group.

I have completed a draft of the survey I will be sending out to division members to see what they want they want out of the Special Libraries and Information Services Division. I will use the survey results to guide discussion points for the division meeting in Macon.

Respectfully submitted by Sheila Devaney  
July 18, 2012

Georgia Library Trustees, Friends, and Advocates Association (GLTFAA)

The GLTFAA and the Trustees and Friends of the Library Section of SELA will present one program at the joint SELA/GaCOMO Conference in Macon. The conference session is tentatively titled: How to Hold a Successful Book Sale. The session will contain representatives from both Georgia and SELA member states. The session is being coordinated by Jennifer Duke and Dr. Gordon Baker at Clayton State. If you have names to suggest as participants, please contact them.

GLA Executive Board Meeting—Agnes Scott College, McCain Library, July 19, 2012  
**New Members Round Table/Executive Board Meeting Report**

**2012 Committee:** *Chair:* Ginny Feher, UGA, vfeher@uga.edu; *Vice Chair/Chair Elect:* Kim Kruthaup, Georgia Tech, kim.kruthaup@gatech.edu; *Secretary:* Ayaba Logan, ayabalogan@gmail.com

**1. Atlanta Emerging Librarians:**

- Around 40 people attended the April program – Library Leadership is Not an Oxymoron, presented by Bill Meehan. Presentation went well with a lot of audience participation, including questions and comments.
- Next Program:  
*When:* August 4, 2012, 2-4 PM;  
*Where:* Toco Hills branch of the Dekalb County Library System  
*What:* “Ready for the Hunt: Finding and Applying for Library Funding.” Presenters: Stephen Sherman and Diana Very.  
*Announcement:* Please join the Atlanta Emerging Librarians for an interactive workshop on how to identify funding opportunities and what steps to make before submitting an application. The program will 1) discuss various funding grants available to all types of libraries and 2) advise participants on how to prepare and present quality grant proposals. 2 continuing education credits have been approved for this event.

**2. COMO/SELA 2012 NMRT sponsored programs (accepted):**

- *New Attendees Dutch Treat Dinner and Meeting.* Program description: Join the New Members Round Table of the Georgia Library Association for a Dutch treat dinner at Acapulco Mexican Restaurant in downtown Macon. First time COMO/SELA attendees are encouraged to attend. All COMO/SELA attendees are welcome.
- *How Cool is that Job? The Changing Role of Librarians.* Program Description: A student engagement, user experience, virtual services, and media archives librarian will talk about the interesting aspects of their jobs, how they found their way to such fascinating work, and the knowledge, skills, and experience that helped them land their current positions. Participants: Virginia Feher, Moderator, UGA Libraries; Ruta Abolins, UGA Libraries; Charles Bennett & Ameet Doshi, Georgia Tech Library; Sarah Steiner, Georgia State University Library.
- *Finding a Library Job (When you Have no Experience): Lessons Learned.* Program description: Four librarians who entered an MLIS program with no prior library experience will provide advice and insight for those who are seeking a career as a professional librarian and particularly for those who have little or no experience working in a library. Participants: Virginia Feher, Moderator, UGA Libraries; Kim Boyd, GPC Alpharetta Campus Library; Ashley Dupuy, Kennesaw State University Library; Suzannah Lipscomb, Equinox Software, Inc.; Margaret Swanson, Delta State University Library.
- *A Day in the Life.* Program Description: Join us for an engaging and informative panel with librarians from Georgia Power, CNN, Alston & Bird Law Library, and the U.S. Army as we discuss a day in the life in their unique roles. Organized and moderated by Kim Kruthaup; co-sponsored by the GLA Special Libraries Division.
- *Resume Review Clinic.* Program Description: Whether you’re a recent MLIS graduate, looking for a promotion, or just need to update your resume, bring your resume (or cover letter) and experienced reviewers will offer tips that will help you stand out from the crowd (sponsored by GLA’s NMRT). Resume reviewers: Robin Fay, UGA Libraries; Jan Hudson, UGA Libraries; Katherine Ott, Clayton State University Library.

3. **We will send welcome emails** to new members in the next week or so. We will continue to send welcome emails to all new GLA members and will send emails every semester to MLIS listservs encouraging students to join GLA.
4. **Virtual Resume Review Service:** received one resume to review and are in the process of recruiting more virtual reviewers and will publicize service soon.

Submitted by Ginny Feher, Chair, NMRT, July 19, 2012

## **Awards Committee Report**

The nominations deadline was extended to June 8. We have had to extend the deadline from early in May each of the three years I've been on the committee, so the committee might consider a later deadline in future years. Perhaps the end of the semester falling around the first week or so in May for many of the academic libraries is a contributing factor.

The committee continues to be disappointed that the nominations come almost entirely from academic libraries.

The committee reviewed all the nominations on the wiki and sent their ballots to the chair via email, with a voting deadline of June 29.

This year, there were nominations in three categories, and our winners, for board approval, are listed below:

Bob Richardson Award: Jeff Heck

GLA Team Award: Amit Doshi and Charlie Bennett for their "Lost in the Stacks" radio show.

McJenkin-Rheay Award: Ashley DuPuy.

There was some discussion of the meaning of one of the criteria for this M-R award. It states that the person "Must currently be employed in a Georgia library and have been employed in a Georgia library for three years." It is not explicitly stated that the employment must be professional. For example, there could be a nominee who was a staff member, got his/her degree, then began working as a professional, and all their years of employment could add up to three years. It also doesn't state full-time employment. Next year's awards committee will probably wish to review this criterion for clarity, and may ask experienced board members or awards committee members if they know if the original intent was 'full-time, professional employment for three years' or not.

Respectfully submitted,  
LouAnn Blocker

**Membership Committee Report**  
Georgia Library Association Executive Board Meeting  
July 19, 2012  
Submitted by Sarah Steiner

**Dropped Members Survey**

During May, 2012, a survey of recently lapsed members was sent to 130 lapsed members. Only eight took the survey, but several renewed as a result of the notification that their membership had expired. Findings are attached.

<http://www.zoomerang.com/Shared/SharedResultsPasswordPage.aspx?ID=L2BZG2VBVLQG>

**Current Members Survey**

During June, 2012, a survey of members was posted and marketed to all current Association members. 126 people completed the survey. In March we had 718 members, so that's about a 17% completion rate. <http://www.zoomerang.com/Shared/SharedResultsPasswordPage.aspx?ID=L2BZBQZ6VGL2>

The intent of this survey was to determine which GLA offerings are most valued by members, so that we can more effectively plan programming and market the values of membership. Findings are attached.

**Committee Meeting**

The Membership committee met online via Elluminate on July 2<sup>nd</sup>, 2012 to discuss the survey findings.

## Committee Ideas:

- Reevaluate mailings, and email members who are about expire **three** times.
- Consider offering speed sessions at COMO, like they do at CIL and at IL.
- Have more discussion sessions instead of waiting for people to propose sessions.
- Host webinars with wiki elements, to boost interactivity.
- Encourage interest groups/committees to host webinars.
- Encourage interest groups/committees to host local gatherings/training events.
- Have the GLA academy (like the Khan academy)
- Get NMRT members to monitor/create a wiki

## Scholarship Committee

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The purpose of the Scholarship Committee is to administer the Scholarship Program of the Association. The Committee consists of a Chair and vice-chair/chair elect, appointed annually by the President and any member of GLA who volunteers to serve on the committee.

The primary functions of the Committee are:

- To create or revise requirements for awarding any scholarship granted by the Association.
- To publicize the Scholarship Program.
- To answer all requests for information.
- To judge the applications and award the scholarship(s).
- To assure that the conditions of the award are adhered to by the recipients.
- To solicit additional funds for the Hubbard and Beard Scholarships and encourage the establishment of additional scholarship grants. For example, by running a prize raffle at the annual COMO conference.
- To acknowledge scholarship donors who have contributed \$50.00 or more during a calendar year.
- To request the disbursement of funds to scholarship winners.

The administration of the Hubbard and Beard Scholarships is the primary concern of the Scholarship Committee. Each year many applications are received and selecting the best applicant is a high priority. The chairman has been responsible for answering requests for information and for distribution of application forms. Up-to-date information has been submitted for incorporation in publications or websites such as *The Annual Register of Grant Support*, which lists financial aid for library school students. Announcements have been placed in professional journals such as the *Georgia Library Quarterly* and sent to various regional listservs.

### C. S. Hubbard Scholarship

The origins of the Hubbard fund are obscure. The Georgia Libraries News Bulletin (v. 17, no. 2, December, 1962, p.5) states that it was created in 1960 to honor C. S. Hubbard, for many years Director of the Division of Instructional Materials and Library Services of the State Department of Education. The purpose of the scholarship is to recruit excellent librarians for Georgia and provide financial assistance toward completing a Master's degree in library science.

Currently the committee awards one \$3,000 scholarship per year

### Charles E. Beard Scholarship

The Beard Scholarship of the Georgia Library Association is made possible by friends and colleagues of the late Charles Edward Beard who served libraries and the library profession for almost 40 years with distinction and dedication. The purpose of this scholarship is to provide financial assistance toward completing a Master's degree in library science for candidates who show strong potential to inspire and motivate their peers in the profession and in professional associations.

Currently the committee awards one \$1,000 scholarship per year.

Information regarding applications and regulations may be obtained from the Chairman of the Scholarship Committee or the Administrative Services Coordinator.

### **Qualifications for the Hubbard Scholarship**

The Scholarship recipient must:

- Be completing the senior year in an accredited college or university or be a graduate of such an institution.
- Be accepted as a student in a master's degree program or higher level at a library school accredited by the American Library Association.
- Be ready to begin a program of study not later than the Fall term of the year in which the scholarship is awarded.
- Indicate an intention to complete degree requirements within three years.
- Maintain a passing grade average throughout the program.
- Agree to work for one year following graduation from library school in a library-related capacity in Georgia or agree to pay back a prorated amount of the Award plus interest at the existing rate for federal Guaranteed Student Loans at the time repayment commences. Repayment must be made within a two-year period. The GLA Treasurer, Administrative Services Coordinator, and Scholarship Chair will assume responsibility for collecting this repayment.

Past recipients are listed in the [historical pages](#) at the end of the Handbook.

### Georgia Student Media Festival Committee Report

The 2012 Georgia Student Media State Festival was held on Friday, April 27, 2012 at the Clayton County Schools' Truett Cathey Professional Learning Center in Jonesboro. This was one of the largest festivals in recent years. Approximately 150 individuals served as judges, volunteers, or designated festival officials. The Festival included 1126 projects representing 4150 individual students. Projects were submitted by students from 25 school districts in Georgia. Of the 1126 projects submitted, 560 projects scored 96 or more and were eligible to be entered in the International Student Media Festival. Results from the International Festival will be announced in August with a Showcase and Training Session in Louisville, KY November 1-2, 2012.

### Southeastern Library Association Report

The Southeastern Library Association will be well represented at the upcoming joint conference with many members submitting session programs. An Awards Breakfast with Business Meeting is scheduled for Friday, October 5. Concluding the Awards Breakfast will be the installation of the new officers who will take office January 1, 2013. Persons interested in serving as chairs or members of SELA committees are urged to contact President-Elect Gordon Baker. Future joint conferences with other SELA member states are currently being studied.

### **Submission Guidelines and Instructions for Georgia Library Spotlight**

Submissions should be in the form of a high quality image file and a brief essay about the spotlight library. The spotlight will be placed on the GLA website for one month and will be published in *Georgia Library Quarterly* and permanently archived on the *GLQ* website (<http://digitalcommons.kennesaw.edu/glq>).

Image files should be high-quality JPGs with dimensions no smaller than 640 pixels by 480 pixels, approximately. (JPG format is preferred. TIF or EPS format is acceptable.) If the spotlight photograph includes individual people, the submitting library must secure permission for publication from the individual(s) in the photo.

Essays should be no more than 500 words and should highlight Georgia library buildings, programming, services, and/or achievements. Essays should avoid appeals for fundraising and any speech that is politically partisan, evangelical or otherwise controversial. Essays can and should direct readers to URLs for more information about the library and its services.

The Georgia Library Association and Georgia Library Quarterly reserve the right to edit spotlight essays for length and to ensure that content is germane to the intent of the spotlight program. Photographs may be slightly cropped or adjusted as needed for space and display requirements.

Please direct any questions to Tessa Minchew ([tessa.minchew@gpc.edu](mailto:tessa.minchew@gpc.edu)).

## **GLA Strategic Plan June 2005**

### **Mission Statement**

The Georgia Library Association's ongoing strategy is to position the state's library and information professionals as the fundamental and key players in the rapidly emerging information age. To that end the executive board will work with the members to do the following:

#### **I. Maintain administrative efficiency and fiscal stability in all organizational operations**

- Conduct biennial review of dues structure in terms of association costs.
- Develop and maintain a viable revenue plan for the organization.
- Increase promotion of sales at COMO conferences.
- Further develop fund raising opportunities.
- Enhance communication among the organization's various constituencies.
  - Develop and maintain sound business practices in all of the organization's administrative operations.
- Maintain contact with other professional associations to insure that the Association stays current on issues of importance to libraries.

#### **II. Develop a strong membership services program**

- Increase membership through promoting the value of association membership.
- Expand cooperative efforts offered by ALA or other professional organizations whereby joint membership programs might increase membership.
- Provide educational opportunities to members via participation in COMO.
- Maintain the practice of holding an annual planning meeting.
- Maintain the current level of publication of the Georgia Library Quarterly.
- Maintain an accurate and up to date membership directory accessible to all members.
- Encourage subscriptions to GLA-L and encourage groups within the Association to communicate as often as possible via GLA-L.
- Regularly expand and update the web site.

#### **III. Promote the expansion and improvement of library services to all Georgia residents**

- Advocate effectively for Georgia libraries and librarians at the local, regional, and national level through the coordination of events such as the annual statewide Library Day.
- Assist members in developing advocacy skills at the regional and local level.
- Develop and maintain a vigorous program of promotion, publicity, and enhanced visibility of the organization's programs, activities, and interests.