

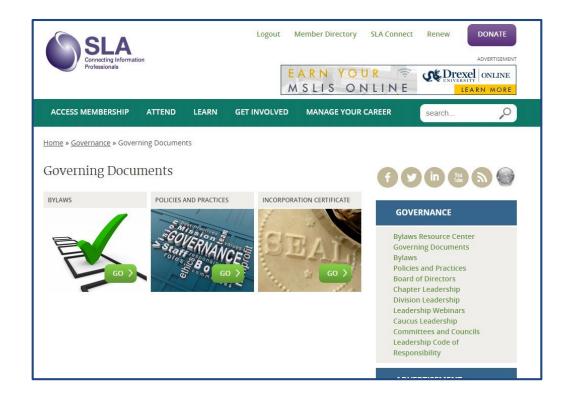
# **Governance & Structure**

The Quiet Stuff That Keeps Everything Running





# **Governing Documents**





# **Governing Documents**

- Articles of Incorporation
- Bylaws
- Policies & Procedures





# Articles of Incorporation (AIC)

- Gives the association its individual, legal, corporate status
- A contract between the state and the association (association will play by the rules)
- Should be minimal language (only the essentials)

   name, address, statement of purpose, non-profit, membership







# **Bylaws**

- Bylaws are rules for the internal organization and governance of an association
- Define the relationship between the association and its members, and between the members themselves

Home » Governance » Governing Documents » Bylaws

#### **Bylaws**

SLA Bylaws (Revised September 2015)

Article I: Name

The name of this not-for-profit corporation is the Special Libraries Association, Inc., hereinafter referred to as the "Association."

Article II: Purposes and Limitations

Section 1. The Association is hereby organized for the following purposes:

(i) to provide an association of individuals and organizations having a professional interest in the strategic use of information;

(ii) to promote and improve the communication, dissemination and use of such information and knowledge for the benefit of its members and the people and organizations they serve;

(iii) to engage in any other activity permitted to be engaged in by corporations: (a) exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code of 1986, as the same may be amended or supplemented (the "IRC"); (b) contributions to which are deductible under IRC Section 170(c)(2); and (c) formed under the New York Not-for-Profit Corporation Act, as the same may be amended or supplemented (the "Act").

Section 2. The Association is organized exclusively for educational, scientific, and charitable purposes, including, for such purposes, the making of distributions to organizations exempt from federal income tax under IRC Section 501(c)(3).





# Chapter/Division Governing Documents

- These are the Constitutions of the Units
- Governing Documents
   Can't Conflict with SLA
   Bylaws
- Basic Rules

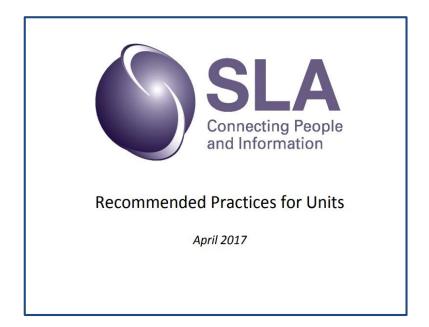
<u>Home</u> » <u>Governance</u> » <u>Chapter Leadership</u> » Model Chapter Governing Document
Model Chapter Governing Document
NAME AND MISSION
The name of this unit is theChapter, Special Libraries Association.
The mission of this Chapter shall be that of the Special Libraries Association.
MEMBERSHIP
The membership of the Chapter shall be those members of the Association who reside or work within the geographic boundaries of the Chapter, defined as [insert the specific Chapter boundaries here], or who elect to affiliate with the Chapter.
The Association's Board of Directors shall define the classes of members.
Chapter membership falling below 25 members for more than one Association year will be reported to the Chapter Cabinet Chair.
EXECUTIVE BOARD
The executive board ("board") with a minimum of four members shall have the authority and responsibility to manage the Chapter's property and to regulate and govern its affairs. A majority of board members in office shall constitute a quorum for the transaction of business at any meeting of the board.
No member shall serve in the same office for more than two consecutive terms.

the remainder of the term. All other board vacancies, including a vacancy in the office of



## **Unit Recommended Practices**

- Helpful Documentation for Leaders
- Can Be Changed at Any Time
- Can't conflict with Bylaws or Governing Documents



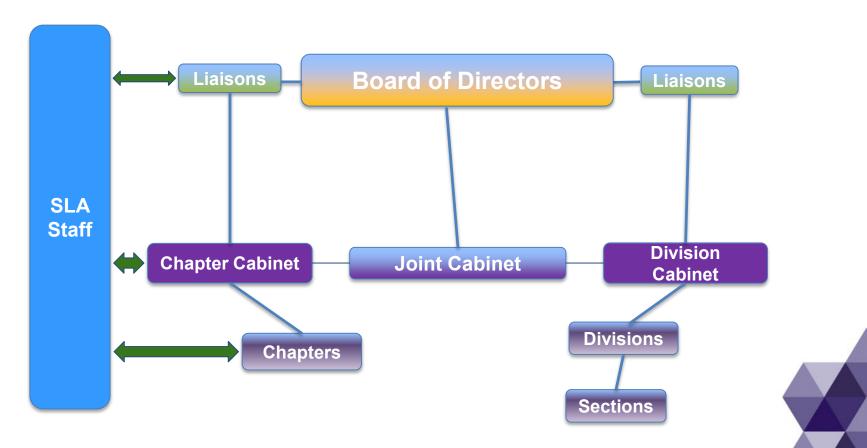


## **SLA Structure**





# **Cabinet Structure**





# What Do the Chapter and Division Cabinets Do?







#### What Does the Joint Cabinet Do?





# **Cabinet Member Roles**

- Submit motions for actions the Board should consider (Chapter/Division Cabinets)
- Suggest agenda topics
- Actively participate in discussions
- Represent your unit's interests





## **Unit Officers: Executive Board**



Note: The Secretary and Treasurer positions can be combined.





# Possible Unit Roles







# What is a caucus?

- Covers subject or geographic area not included in scope of another unit such as a division or chapter
- Receives an allotment based on number of members. Unspent funds will revert to Association at the end of fiscal year
- Requires one officer, a convener, or position may be shared with more than one co-convener
- Operates independently of any division or chapter and is not part of Cabinets structure
- Past President is the Board liaison



### What is a section?

- Acts as subset group of a division or chapter
- Chapter or Division is financially responsible for the section
- Requires one officer, a Section Chair
- Submits an annual report to division or chapter leadership
- Division chair or Chapter President represents section in Cabinet meetings
- May have programming and a business meeting





## Make it Easier!

#### **Annual Conference Sponsor Relations**

• Unit Sponsorship and Partnership Agreement

#### **Programming**

- Partner and Collaborate with SLA
- Partner with other Orgs and/or Sponsors
- Member-Driven Programming

#### **Member Engagement / Volunteers**

- Unit Committees
- Ad Hoc Groups
- Micro-volunteering Opportunities





# Time for Jeopardy

Categories Self Scoring Prize for the Winners





# Who Are You Going to Call

**QuickBooks** 100 Points Membership Reports 200

**Go to Meeting Support**300

Proposing a Information Outlook Article 400





#### Name This Deadline

December 15 100 February 28 200

**May 10**300

**August 31**400





### Recommended Practices

List Three Types of Units-100 "\_\_\_\_\_ describes
the subjects constituting a
division's interest..."
200

These unit executive board positions make up the unit cabinet-

300

This unit executive board position is responsible for coordinating updates to the unit recommended practices manual-

400



# **Bonus Question**

Where was SLA First Incorporated?



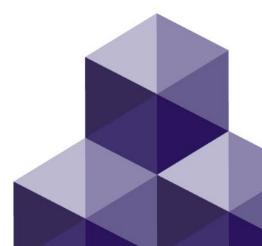


# 





# **Communication and Support**





# **SLA Board Liaisons**

Your Connection to SLA





# What Is a Board Liaison For?

- Providing feedback on SLA
- Questions about SLA policies and procedures
- Help with problems
- Discussing options
- Figuring out who can help you





### **Board Liaisons**



Robin Dodge Chapter Cabinet Chair-Elect

- Government Information Division
- Legal Division
- Education Division
- Solo Division
- Carolinas Chapter
- Georgia Chapter
- Illinois Chapter
- New York Chapter
- Pittsburgh Chapter
- San Diego Chapter
- San Francisco Bay Area Chapter
- Southern California Chapter



Jill Konieczko
Division Cabinet
Chair-Elect

- Business & Finance Division
- Military Division
- Engineering Division
- Petroleum Division
- Asia Chapter
- Fairfield County Chapter
- Hudson Valley Chapter
- Iowa Chapter
- Minnesota Chapter
- St. Louis Chapter
- Washington DC Chapter
- Wisconsin Chapter





#### **Board Liaisons**



Alex Grigg Dean
Division Cabinet
Chair

- Chemistry Division
- Information Technology Division
- Physics, Astronomy, Math Division
- Sci-Tech Division
- Australia/New Zealand Chapter
- Hawaii-Pacific Chapter
- Louisiana/Southern
   Mississippi Chapter
- New Jersey Chapter
- Pacific Northwest Chapter
- Rocky Mountain Chapter
- Tennessee Valley Chapter



Valerie Perry Chapter Cabinet Chair

- Knowledge Management
   Division
- Pharmaceutical Division
- Social Science & Humanities
   Division
- Eastern Canada Chapter
- Indiana Chapter
- Kansas/Western Missouri Chapter
- Kentucky Chapter
- Nebraska Chapter
- Toronto Chapter
- Upstate New York Chapter
- Western Canada Chapter



#### **Board Liaisons**



Laura Walesby
Past Division Cabinet
Chair

- Academic Division
- Bio-medical & Life Sciences
   Division
- Competitive Intelligence
   Division
- Food, Agriculture, and Environmental Resources Division
- Alabama Chapter
- Arabian Gulf Chapter
- Central Ohio Chapter
- Cincinnati Chapter
- Cleveland Chapter
- Florida & Caribbean Chapter
- Michigan Chapter
- Route 66 Chapter
- Texas Chapter



Emma Davidson
Past Chapter Cabinet
Chair

- Insurance & EmployeeBenefits Division
- Leadership Management
   Division
- Taxonomy Division
- Transportation Division
- Europe Chapter
- Maryland Chapter
- Mid-South Chapter
- New England Chapter
- Rhode Island Chapter
- Sierra Nevada Chapter
- Virginia Chapter
- Philadelphia Chapter





# **Board Liaisons- Caucuses**



Roberto Sarmiento SLA Past President

- Association Information Services
- Archival and Preservation
- Baseball
- Data
- DICE
- Embedded Librarians
- Encore
- GLBT Issues
- Natural History
- User Experience





# SLA Staff - Member Engagement



Stephanie Bossong
Coordinator

- Join & Renew
- Password Reset
- Student Groups
- Units (General Inquiries about SLA Chapters, Divisions, & Caucuses, including adding more units)
- Update Your Membership Profile
- Volunteering



Mike Rosenberg Senior Manager

- Unit Volunteer Leadership & Training
- Overall Recruitment and Retention
- Awards and Honors
- Career Center
- Salary Survey
- Mentoring Task Force
- Membership Advisory Council
- Students and New Professionals Advisory Council
- Individual Giving



# SLA Staff- Partnership & Sales



**Erin Dlugacz Senior Manager, Sales** 

- Exhibit Sales
- Sponsorships
- Advertising
- WebTalks





# SLA Staff- Learning & Success



Christen Denson
Director, Learning
& Success

- Programs, Webinars
- Annual Conference (Registration, Speaker Management, General Inquires)
- Leadership Symposium
   (Registration, Speaker
   Management, General Inquires)
- Board of Directors Election
   Information
- Fellows of SLA



Emma Adelman
Senior Coordinator

- Webinar and Learning Program Support
- Annual Conference
   Registration/General
   Inquiries
- Leadership Symposium Registration/General Inquiries





# SLA Staff - Leadership & Operations



Amy Lestition Burke Executive Director

- Board of Directors
- Governance & Bylaws
- Nominations for the Board of Directors
- International Federation of Library Association and Institutions (IFLA)
- Unit Treasurers (including unit financial reporting)



**Emilie Mendia Managing Director** 

- Media Inquires
- Marketing and communications oversight
- Board of Directors
- Sales and partnerships





#### **SLA Staff**



Quan Logan Director of IT

- SLA Connect (online community)
- SLA Websites, including Unit Websites



Allison Walther Manager, Marketing

 Overall product and program marketing

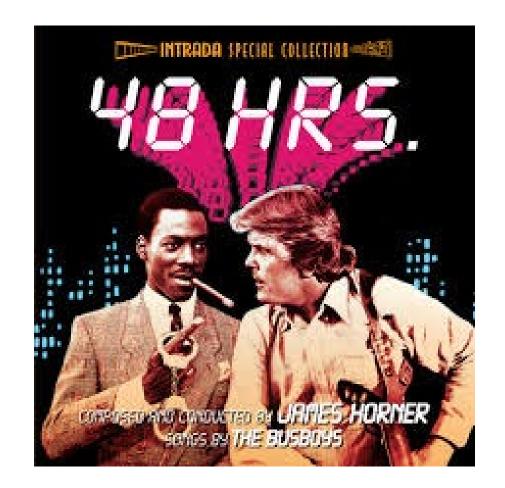


Stuart Hales
Director of Content

- Information Outlook
- SLA Blog
- Scripts
- Overall product and program marketing









#### **Engage with Members**

- Social Media
- SLA Connect
- Direct Email
- Phone Calls
- Postal Mail
- In Person Meetings





#### Social Media



Military Libraries Division of the Special Libraries Association shared a link.

18 hrs - 🌣



It's time to stop talking about ethics in Al and start doing it The areas where AI stand to benefit us the most also have the most...



Comment







**SLA PAM Division** 

@SLA PAM

**Following** 

Have an idea for PAM-related conference session? The deadline for proposals for the 2019 conference is October 15! Whether you have a full session in mind including speakers, or if you just have the seeds of an idea, contact 2019 Conference Planner and PAM Chair @kromerid!

10:30 AM - 28 Sep 2018





















#### **SLA Connect Messages**

#### 1. #WednesdayWisdom - an inspirational individual Recommend Posted 11 days ago Reply Inline Edited by Emma Davidson 11 days ago I'll be honest, I'd never heard of Herb Kelleher before idly clicking this link in my Twitter feed a few minutes ago, but this article makes him sound like an inspirational leader. https://www.forbes.com/sites/kevinandjackiefreiberg/2019/01/04/20-reasons-why-herb-kelleher-was-one-of-the-most-beloved-leaders-of-ourtime/#11065fa4b311 **Emma Davidson** This is speaking to me particularly strongly right now: Actions **▼** "Herb believed that Southwest is in the customer service business and happens to be an airline. If you're in the airline business you do what other airlines do; only you do it better. If you're in the customer service business, you redefine the business and therefore the industry by doing what makes sense for the customers you serve." So simple, but how many of us genuinely feel empowered do this? How many leaders do you know that actively promote and/or facilitate this? (And yes, I do believe that the information profession is fundamentally a customer service business.)



#### **Direct Email**

SLA NY Chapter Events Newsletter

View this email in your browser





Register today for our upcoming Chapter events! The Chapter's **programming** calendar is available here.





#### **Phone Calls**







#### **Printed Materials**



#### **5 FACTS**



#### **SLA New England**

Supporting librarians and information professionals since 1910

## UPCOMING EVENTS

Wednesday, May 16 - Dine-around (Kendall Square), hosted by Khalilah Gambrell Join area information professionals for an evening of networking. We will share tips for attending SLA Annual in Baltimore and what sessions are on our schedule!

Tuesday, May 22 - Coffee and Connections (Central Square), hosted by Joy McNally Brandow Join area information professionals for a early morning dine-around. We will get together for coffee (or tea) and share ideas.

**Tuesday, June 12 - East Coast Chapters Reception, 7-9pm** Network with members from SLA chapters from DC to New England at this fun annual conference gathering.

July - Dine-around (Jack's Abbey), hosted by Marie Nardi More details to come!

newengland.sla.org | @slanewengland | slanewengland.eventbrite.com



#### **FIRST UNIT OF SLA**

Established in 1910. SLA New England (originally known as SLA Boston) is SLA's first unit.



#### 10 ANNUAL CONFERENCES

Have been held in the New England region and hosted by SLA New England.



#### 12 SLA PRESIDENTS

Have called the chapter home, including current SLA President Dee Magnoni.



#### MEMBERS ACROSS 5 STATES

Massachusetts, Maine, New Hampshire, Vermont, and Connecticut (except Fairfield County).



#### 10 IN-PERSON PROGRAMS

Since June 2016, the chapter has held over 10 in-person programs throughout the region. We hold an annual professional development conference each fall.



Website: http://newengland.sla.org Twitter: @slanewengland Connect: SLA New England Open Community LinkedIN: SLA New England



## **In-Person Meetings**









# KEEP CALM AND COMMUNICATE





#### **Encourage Conversations**

- Members that talk with each other feel connected
- Social events help conversations occur
- Email conversations count
- Doesn't have to be work related





#### Seek Feedback

- Send out surveys
- Talk to members about what they like or don't
- Try different things to see if they work





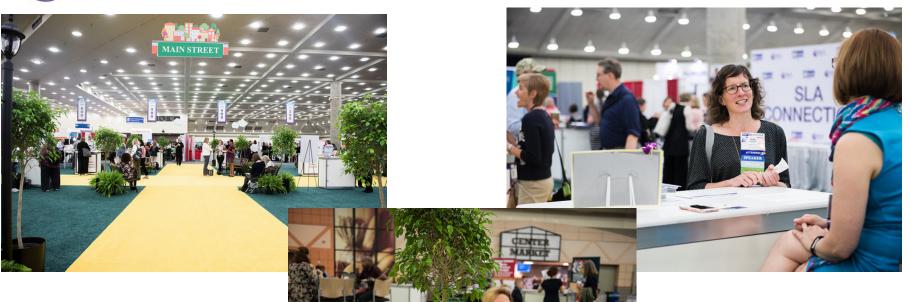
#### Leverage SLA Content & Platforms

- SLA Connections email newsletter
- Information Outlook
- SLA programs
- Connect Community posts
- Kiosks





#### **Main Street**





## Tips

- Content is still king
- Consider more frequent, shorter messages
- Highlight members
- Encourage participation (ask questions, pose challenges, create opportunities for interaction book groups)





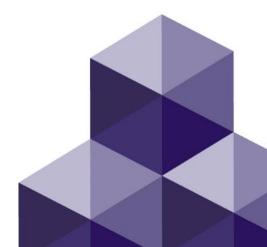
## **THANK YOU!**





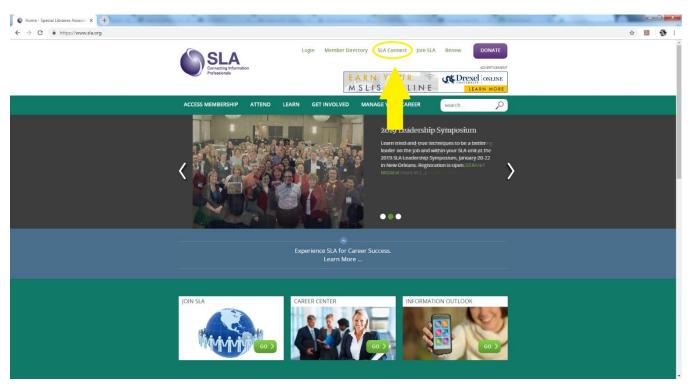


#### **Tools of the Organization**





## **Connect - Finding It**

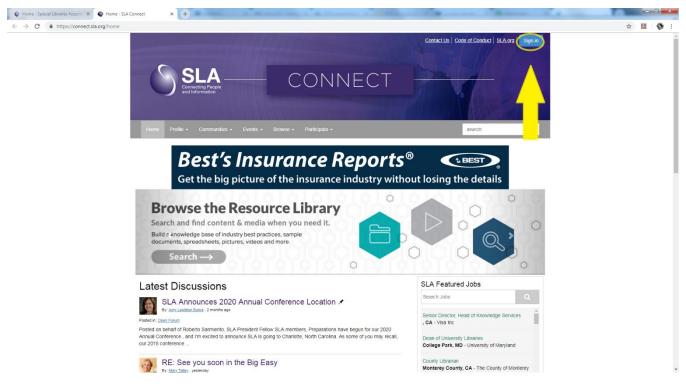


connect.sla.org





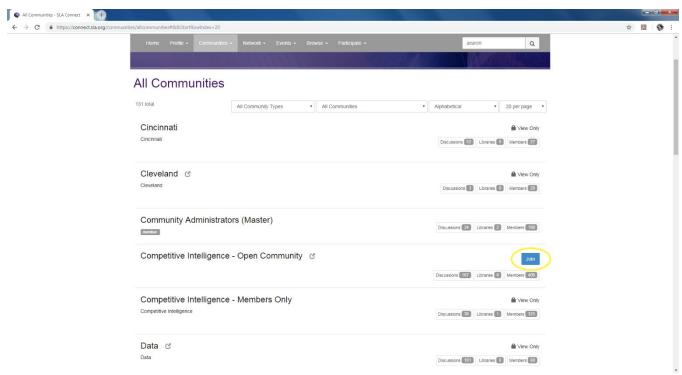
#### **Connect - Sign In**







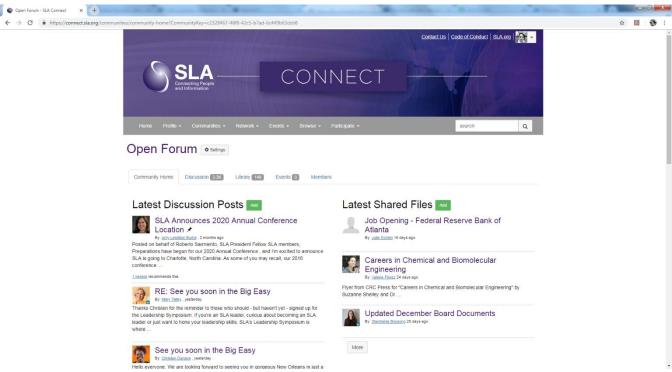
#### **Connect - Communities**







#### **Connect - Open Forum**

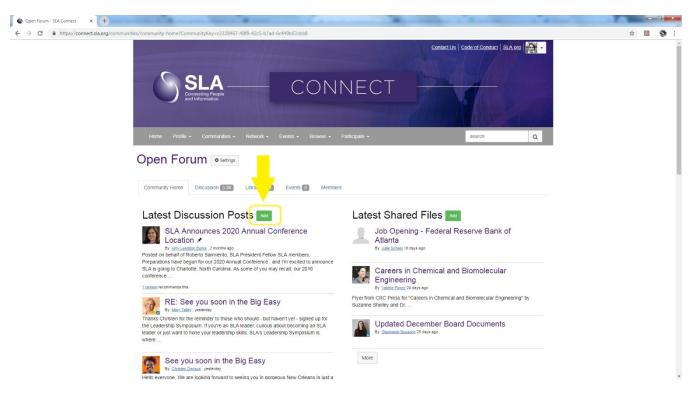






#### **Connect - Add Post**

#### Step #1

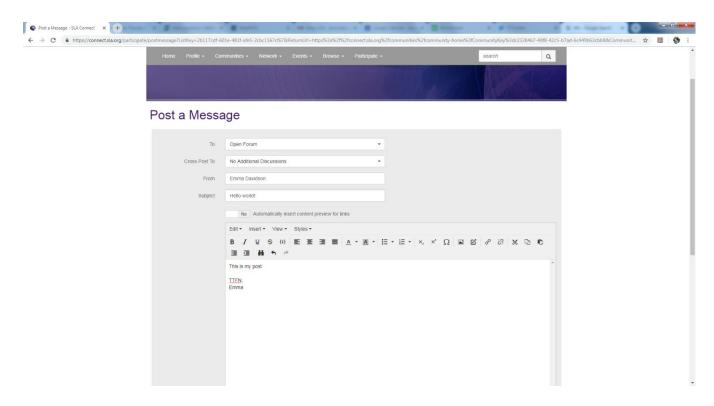






#### **Connect - Add Post**

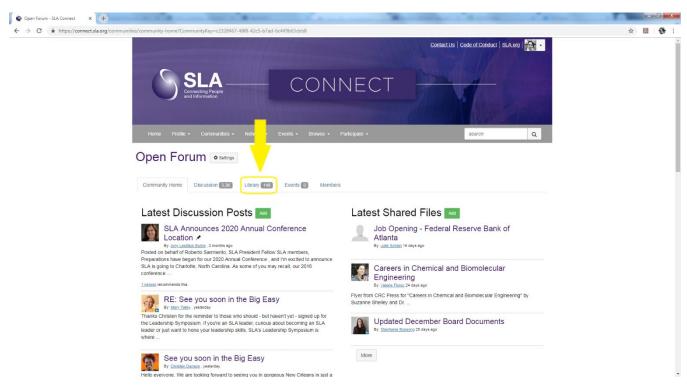
#### Step #2







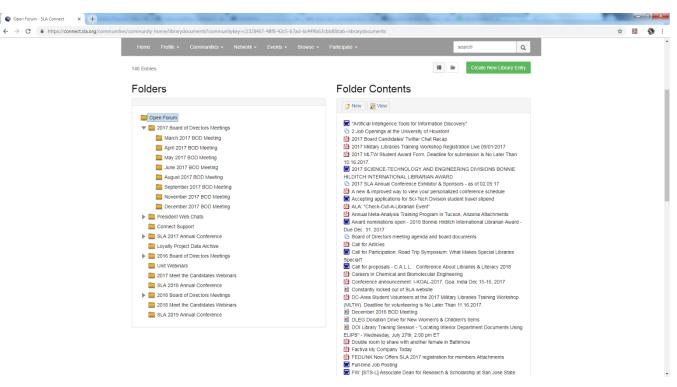
#### **Connect - Libraries**







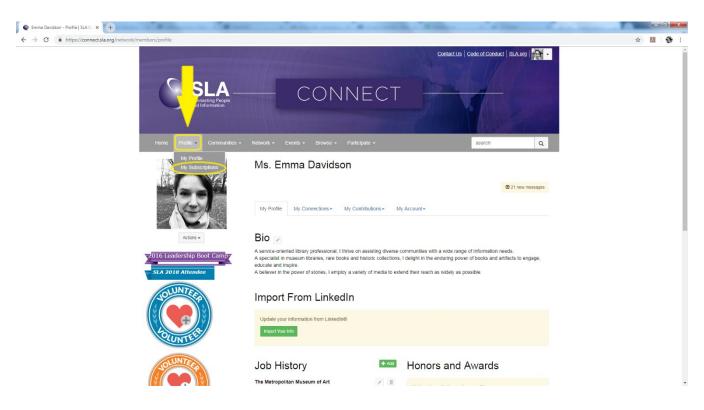
#### **Connect - Libraries 2**







#### **Connect - Your Profile**







## **Connect - Customize Emails**

Community	Discussion Email	Consolidated Daily Digest	Consolidated Weekly Digest
2018 SLA Leadership Symposium	Daily Digest 🔻	✓	
2019 SLA Leadership Symposium	Daily Digest 🔻		
Archival and Preservation Caucus	Daily Digest 🔻		
Asian Chapter	Daily Digest ▼		~
Board of Directors - Leadership	Real Time ▼		
Community Administrators (Master)	Real Time ▼		
Diversity Inclusion Community & Equity	Daily Digest 🔻		
Europe	Real Time ▼		
Insurance & Employee Benefits	Real Time ▼		
Leadership and Management Division	Real Time ▼		







Username: leadershipsla

**Password: slaunits** 





# SurveyMonkey® Dashboard

(i) ≜ https://www.surveymonke	⊍ ☆			
Plans & Pricing			CREATE TEAM CREATE SURVEY	
	See if your survey results are statistic	cally significant. <u>Upgrade to ADVANTAGE</u> »		
.l an			<b>†</b>	
	Open Draft Total responses 5 2 492 0		Typical time spent 00h:02m:18s	
	Recent surveys	Manage all 2705 surveys >		
	Q Search recent surveys by name  OPEN  2019 Information Exchange Lunch Topics  Last response: 01/09/2019			
			and Survey More Options	
OPEN  2018 PAM Conference Feedback  Created: 06/05/2018   Modified: 01/04/2019		64 100 Responses Completi		
	ODEN			





## Create Surveys from Scratch, Copy Existing Surveys or Use a Template

How do you want to get started? **G COPY EXISTING SURVEY** ☐ START FROM SCRATCH Need some inspiration? MOST POPULAR MY SURVEYS **ALL TEMPLATES** Customer Satisfaction Net Promoter® Score (NPS) Market Research - Product Survey Template Employee Engagement Survey Template Testing Template Template Your customers can make or break your business. Hear from... Find out how your employees Launching a new product isn't Gather customer feedback using really feel about their job and g., easy. Verify you have the right a.. Net Promoter® Score, (Net Pro., **OUICK VIEW** Website Feedback Template Software and App Customer SurveyMonkey-Paradigm University Instructor Feedback with NPS® Belonging and Inclusion Te... Evaluation Template Gather feedback from website Would your customers Developed with Paradigm, a Ask university students to recommend your software or a ... leader in diversity and inclusio... evaluate their instructors on th... visitors to understand where a... General Event Feedback SurveyMonkey Question U.S. Demographics Template Volunteer Feedback Template Type Tour Template From fundraisers to concerts, SurveyMonkey Question Type Ask people about their age, race, Ask volunteers about their find out what people liked and .. gender, income, and other basi ... experience with your organizati...







#### **Standard Plan - Features**

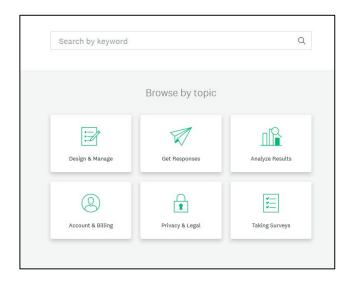
- ➤ Unlimited surveys
- ➤ Unlimited questions
- ➤ Unlimited responses
- Quizzes w/custom feedback
- ➤ Data filters & crosstabs
- > Trended data

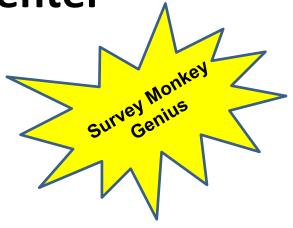
- ➤ Data exports (CSV, PDF, PPT, XLS)
- ➤ Skip logic
- ➤ Text analysis
- Custom logo, colors, survey URL
- 24/7 customer support via email





**Help Center** 





Scores your survey and makes personalized recommendations for making improvements.





#### **Tips for Effective Surveys**

- 1. Make Sure That Every Question Is Necessary
- 2. Keep it Short and Simple
- 3. Ask Direct Questions





## Conduct Online Meetings & Webinars with SLA Members

Use SLA's web conferencing tools

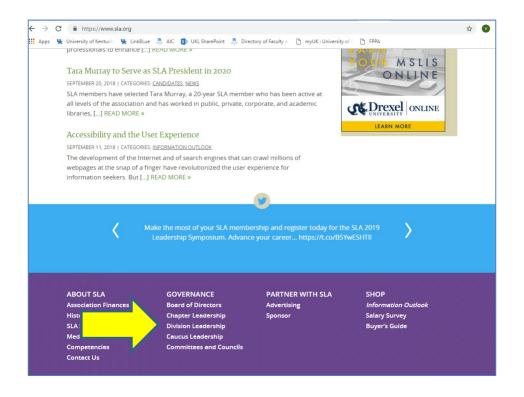
GoToMeeting (GTM)

GoToWebinar (GTW)





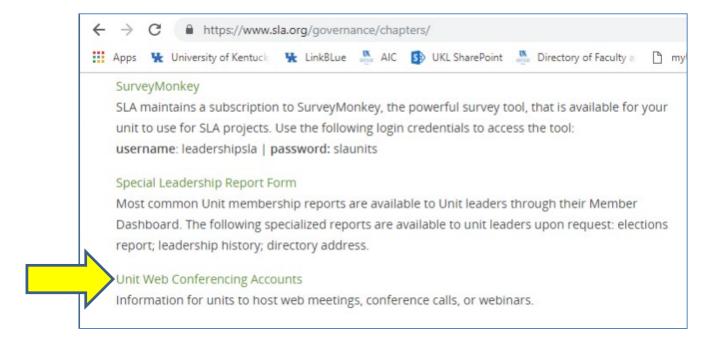
#### **GoToMeeting/GoToWebinar – Finding It**







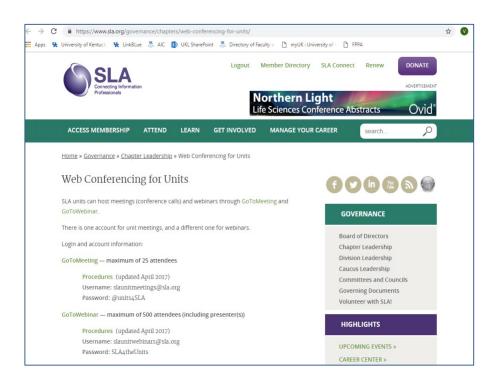
#### **GoToMeeting/GoToWebinar – Finding It**







#### SLA GoToMeeting/GoToWebinar – Information

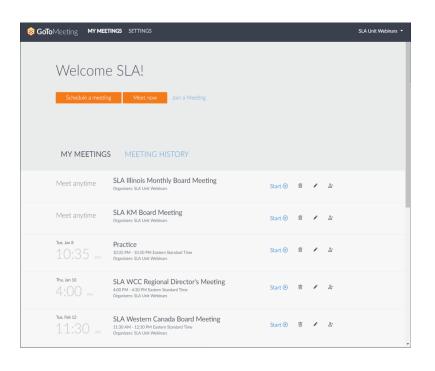


- Links to GTM/GTW
- Procedure documents
- Username/password
- Tips





## Connecting Information GoToMeeting/GoToWebinar – Scheduling



- Check calendar
- Only one meeting or event at a time
- Schedule meeting or webinar





### GoToMeeting/GoToWebinar-Invite attendees

#### Invite people

Copy and paste to your calendar, or share with your attendees  $\gamma$ 

#### Practice

Tue, Jan 8, 2019 10:35 PM - 10:50 PM EST

Please join my meeting from your computer, tablet or smartphone. https://global.gotomeeting.com/join/293427397

You can also dial in using your phone.

United States: +1 (646) 749-3129

Access Code: 293-427-397

More phone numbers

France: +33 170 950 594

United Kingdom: +44 20 3713 5028

- Publicize event
- Invite attendees
- Use calendar link



Perfect! Now paste this link into your calendar invitation.



### **GoToMeeting/GoToWebinar - Dashboards**





- Same features
  - Audio/Screen/Webcam
  - Attendees/Chat
  - Record
- GTM (max 25) / GTW (max 500) attendees
- GTW has additional features





# Have You Ever Wanted Membership Help with...

- Email templates for membership renewals
- Sample social media posts
- SLA Connect "seed" questions





### Meet the Membership Toolkit!

- Updated in 2018
- Template email messages that you can tailor for your voice and your audience
- Sample calendar to help you plot out your membership marketing



#### 2018

#### **Table of Contents**

Membership Messages Page 3
a. Retention: Email Templates Page 3
b. Retention: Phone Scripts Page 5
c. Recruitment: Email Templates Page 7
d. Recruitment: Phone Scripts Page 8
e. Membership Social Media & SLA Connect Posts Page
Accessing Unit Membership ReportsPage 11
2018 Annual Conference Messaging Page 14
a. Sample MessagesPage 16
b. Conference ImagesPage 18
SLA Connect Seed Questions Page 21
Sample Member Outreach Calendar Page 22
Sample SLA Interest Form Page 23

First and foremost SLA cannot thank you enough for volunteering your time to SLA and your unit. Without your dedication and hard work SLA would not be what it is today. As the Membership Chair/Contact for your Unit, you are the main point of contact for membership-related initiatives and inquiries from SLA, the Membership Advisory Council, and the Unit's members. You are also the leader for driving SLA's retention and recruitment efforts on a local/industry-specific level. Your leadership and input take the marketing SLA does, and brings it to a more personal level for current and prospective members.

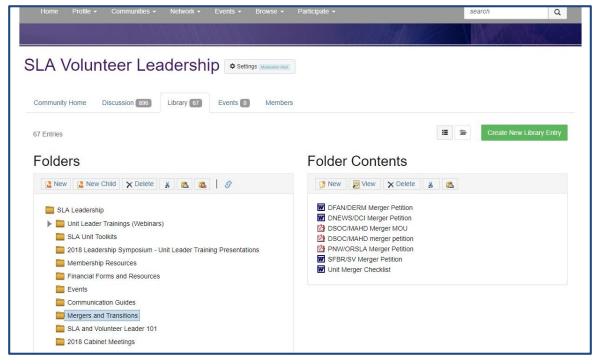
There are two goals for this position, and they are built around one core philosophy: communicate the value of a SLA membership over and over and over again. Your goals in doing so are the retention of current SLA members, and the recruitment of prospective SLA members. There are many ways to reach these goals, and this toolkit is just a start. Your liaison from the Membership Advisory Council is there to

Special Libraries Association Unit Toolkit | connect.sla.org
7918 Jones Branch Drive | Suite 300 | McLean, VA 22102 | +1 703.647.4900 | www.sla.org





### **Merger and Transitions Resources**





### Merger Checklist

#### SLA Unit Merger Checklist Draft April 2018

- Identify what is to be accomplished in the merger. Is the unit seeking to a) be absorbed into another unit; or b) merge with another unit to become a wholly new unit?
- Discuss and seek guidance from SLA Board Liaison and the Cabinet Chair.
- Unit Chair/President contacts the unit's Executive Board to negotiate terms of a merger of the two Chapters.
- 4. Both Unit Executive Boards agree on the merger terms.
- Each unit notifies their respective membership that the topic will be discussed at the next annual board business meeting.
- 6. Each unit puts the merger to a vote of the membership.
  - A ballot must be sent to all members no later than 45 days after the business meeting.
  - Merger is approved by a 2/3 majority of each unit's members submitting a ballot in favor of the merger.
- Once approved, the two units' President/Chairs draws up a Petition to Merge (below) and sends it the appropriate Cabinet Chair and to <u>Michael</u> Rosenberg, Senior Manager. Member Engagement.
- The Petition to Merge must be signed by both current unit and should include:
  - Rationale for the merger,
  - Election results.
  - · Terms of the merger,
  - Proposed effective date.
  - Name of new unit.
  - Scope note, i.e. geographic or subject coverage.
  - Date for completing and submitting a revised governing document to the Government and Bylaws Committee, and
  - · A plan to appointment or elect new leaders; and,
  - · A plan to combine the activities of both units.

- Either the Unit Liaison or the respective Cabinet Chair presents the petition to the SLA Board of Directors at its next regularly scheduled board meeting. At the Board meeting:
  - The Liaison or Cabinet Chair presents a motion to consider the merger;
  - Leader(s) from one or both of the units presents an overview of the merger petition and is available to answer questions from the Board before the vote
  - SLA Board of Directors votes on the merger petition.
- 10. SLA notifies the Chair/President of each unit when the unit merger is official and provides the date the merger becomes effective.
  - Unit Chairs/President notify their respective members of the Board's approval.
  - The SLA General membership is notified in the Connect Open Community, SLA Connections and in Information Outlook.
- Funds, properties and financial responsibilities of the merged units become the responsibility of the newly merged unit and its new officers.
- New unit Chair/President-Elect submits a new <u>Elected Officer Form</u> and Appointed Officer Form.
- The new unit contacts Quan Logan at SLA HQ to begin the process of creating a new website and a new connect community.
- 14. The new unit's leadership drafts a new Governance Document for the merged unit and submits it to the Governance and Bylaws Committee for approval.





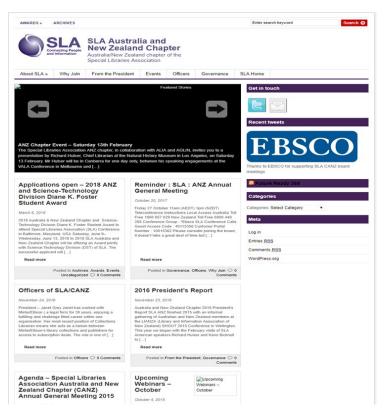
### **SLA Connect**

- Microsites
- Event Manager





### **Unit Microsites: Before & After**







### **Conference Microsites: Before & After**







#### Join SLA in Cleveland for 2019 and Discover Why Cleveland Rocks!

The SLA 2019 Annual Conference is excited to see you in Cleveland Itis June. This premier event delivers 100-pus education sessions, a whant exhibit and information hall, unmatched networking opportunities and much more! The SLA Annual Conference connects special librarians and information professionals to explore the latest challenges and trends in knowledge and information management.

Hear from dynamic and inspiring keynote speakers, connect with colleagues, and meet with leading information product and service providers. This event not only elevates your professional knowledge and network, but elso celebrates our industry, accomplishments and



SLA 2019 President Hal Kirkwood invites you to join us in Cleveland for SLA's 2019 Annual Conference.

Join us to find out why SLA and Cleveland Rock. See you there!

REGISTER NOW

#SLA2019 #AlwaysSLA #SLArocks

FOLIOW and Engage with SLA Online:







The SLA Board of Directors wants to see you at the 2019 Conference in Cleveland.



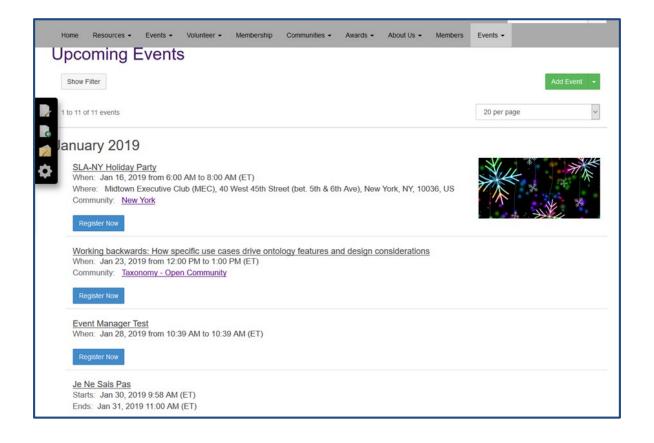
Amy Burke, SLA Executive Director, Emilie Mendia, SLA Managing Director, and Jenn Sullivan from Destination Cleveland welcomes you to join SLA in Cleveland.



Come join the fun with SLA staff in Cleveland! We can't wait to see

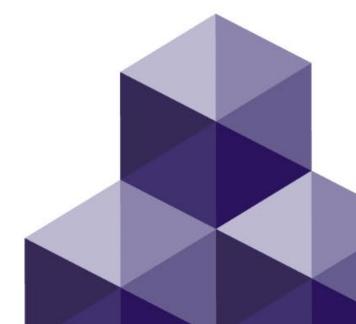


### **Event Manager**





# **Follow in Our Footsteps**





# Guest Speakers:

- Tara Murray
- Seema Rampersad
- Heather Kotula



















# **Lunchtime #WednesdayWebinars**

#### « All Events

Wednesday Webinar: How Real is the Impact of Artificial Intelligence for the Information Professional? Findings from the 2018 Business Information

January 15 @ 1:00 pm - January 23 @ 2:00 pm

The business information survey is the world's longest-running survey of business information professionals.

#### https://register.gotowebinar.com/register/5368055856335685889

The survey is based on primary interviews with senior information professionals working in a variety of industry and business environments, including banking, finance, legal, education, manufacturing and 3rd sector.

A key theme in the 2018 survey was the impact of artificial intelligence (AI) on organisations, their information teams, and the services and resources they provide. It is clear that AI is already a hot topic and survey participants talked about AI projects, ranging from pilot to fully-implemented, and issues, both positive and negative that they have experienced, or see in the future as AI moves forward.

This webinar will dive into those real examples and highlight the key takeaways from the 2018 business information survey.

About the Speaker: Denise Carter is Managing Director of DCision Consult, providing quality desk research supporting the competitive intelligence activities of pharmaceutical and biotech companies worldwide. Denise has

#### Advertise Here

#### UPCOMING EVENTS



Wednesday Webinar: How Real is the Impact of Artificial Intelligence for the Information Professional? Findings from the 2018 Business Information

January 15 @ 1:00 pm -January 23 @ 2:00 pm

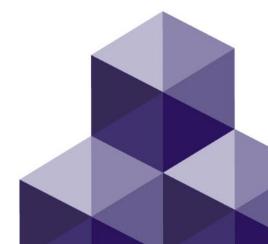


SLA Europe Winter Warmer Quiz 2019



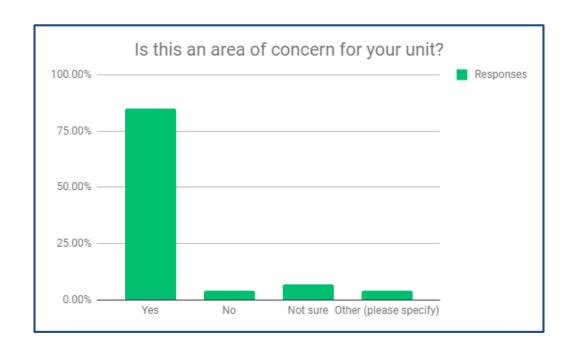


### **Growing Our SLA Community**





### Is Recruiting Members a Concern?







### LA Communicating SLA's Membership Value

- For my employer—with examples!
  - Keeping updated on trends and innovations
  - Growing my network of info pros
  - Keeping current on competencies





### **Communicating SLA's Membership Value**

- For new-hires, peers, and students:
  - "SLA is my support group"
  - "I learn about innovative and new ideas"
  - "SLA gives me opportunities to develop as a leader"
  - "I've gotten JOBS through SLA"
- Share your personal story





### **Communicating SLA's Membership Value**

- Tag-teaming with SLA
  - "In talking about SLA at other conferences, I can direct interested people to SLA to sign-up"
- Encourage connections with other SLAers through Connect





### **Students and New Professionals Advisory Council**

Chair: Kendra Levine

**Council Members:** Esther Momand – *Student Member* 

Joy Banks Karen Rutherford

John Kromer David Stern

Susan Forbes Christopher Zammarelli

Kelly Johnson Kevin Adams

Brandy King Crystal Bauer

Jesse Lambertson Sarah Green



### Where Did Your Members Come From?

- How did you learn about SLA and your units?
- How did new members find you?
- Why did you join SLA?





### **Membership Recruitment Planning**









shutterstock.com • 229793107





### **Questions to Ask**

- Why are you an Information Professional?
- Did you go to Library School and if so where?
- Who was your mentor and how did you meet?
- What is your dream job?



# Spread Out the Work

- Spread out the Work
- Engage Young/New Members
- Micro-Volunteers



### Peer to Peer

"Twenty-two years ago, I became an SLA student member. I started volunteering in one of the Kansas/ Western Missouri Chapter committees. Through my relationships with other infopros, I grew up and had been energized that until now I am a volunteer! I mentor students and other colleagues. My SLA membership has taken me to various leadership roles. It is one of my best professional and personal investments. Join me and other information professionals!"

Lucrea Dayrit
Chair, SLA Membership Advisory Council





### Remember Why You Are Here



"People join people, not organizations"





### Over to you:



