

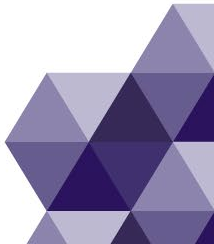


# WELCOME





Jon Hockman  
**Principal**  
**McKinley Advisors**





Hal Kirkwood  
**2019 SLA President**

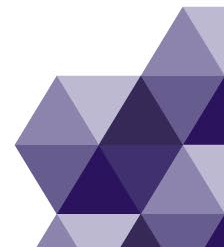




Valerie Perry  
**CHAPTER CABINET CHAIR**



Alex Grigg Dean  
**DIVISION CABINET CHAIR**





**SLA**

Connecting Information  
Professionals

# Today's Agenda



About SLA



Governance & Structure



Exchange Lunch



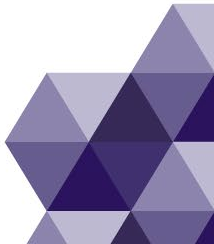
SLA Policies



Communications



Member Engagement & Succession  
Planning





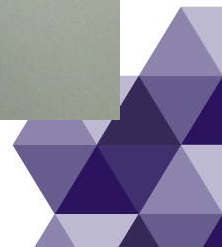
# ABOUT SLA



Hal Kirkwood  
**PRESIDENT**

**AND**

Amy Burke  
**EXECUTIVE  
DIRECTOR**





**Mission:** The Special Libraries Association promotes and strengthens its members through learning, advocacy, and networking initiatives.

**Vision:** The Special Libraries Association is the global organization for innovative information professionals and their strategic partners.





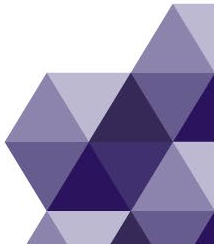


**SLA**

Connecting Information  
Professionals

# Core Values

- **Leadership**  
Strengthening our roles as information leaders in our organizations and in our communities, including shaping information policy.
- **Service**  
Responding to our clients' needs, adding qualitative and quantitative value to information services and products.
- **Innovation and Continuous Learning**  
Embracing innovative solutions for the enhancement of services and intellectual advancement within the profession.
- **Results and Accountability**  
Delivering measurable results in the information economy and our organizations. The Association and its members are expected to operate with the highest level of ethics and honesty.
- **Collaboration and Partnering**  
Providing opportunities to meet, communicate, collaborate, and partner within the information industry and the business community.





# Corporate Structure



Connecting Information Professionals

- Founded in 1909
- Incorporated in NY (1958)
- Registered in VA
- 501c3 tax status
- One EIN – One SLA
- Legal Requirements
  - Annual Reporting
    - Federal and State level
    - Audit
  - Key Controls





**SLA**

Connecting Information  
Professionals

# SLA Structure



# Your 2019 Board of Directors



**President:** Hal Kirkwood



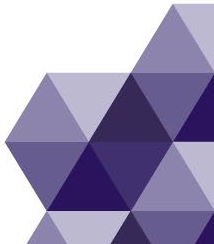
**President-Elect:** Tara Murray



**Past-President:** Roberto Sarmiento



**Treasurer:** Bill Noorlander



# Your 2019 Board of Directors



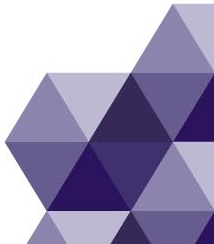
**Chapter Cabinet Chair: Valerie Perry**



**Chapter Cabinet Chair-Elect: Robin Dodge**



**Past Chapter Cabinet Chair: Emma Davidson**



# Your 2019 Board of Directors



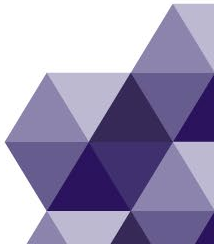
**Division Cabinet Chair:** Alex Grigg Dean



**Past Division Cabinet Chair:** Laura Walesby



**Division Cabinet Chair-Elect:** Jill Konieczko



# Your 2019 Board of Directors



**Director:** Zena Applebaum



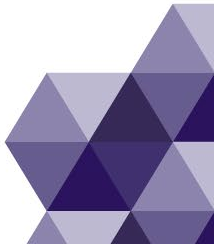
**Director and Secretary:** Barbara Kern



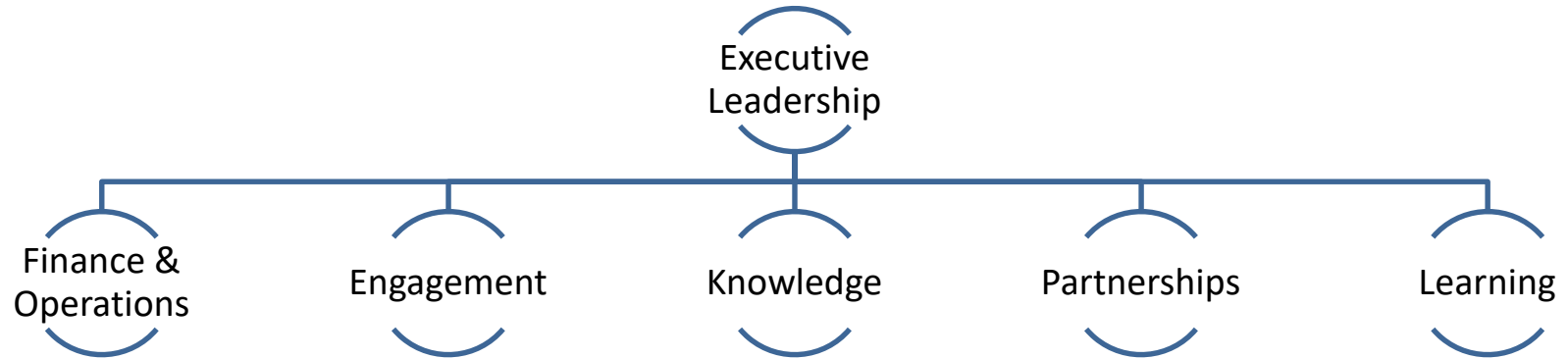
**Director:** Hildy Dworkin



**Director:** Amy Jankowski



# Strategic Driven Structure







# SLA Staff Team



Amy Burke



Emilie Mendia



Christen Denson



Cecelia Mason



Mike Rosenberg



Mary Katherine  
Bilowus



Stacey Kyle



Natalie Bello



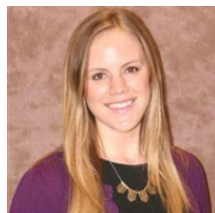
Erin Dlugacz



Stuart Hales



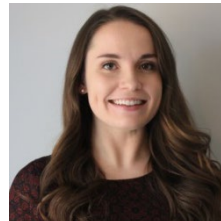
Quan Logan



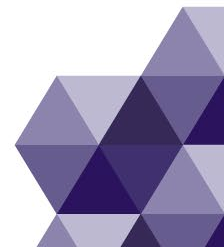
Allison Walther



Emma Adelman



Stephanie Bossong



# Staff Leadership Team



Amy Lestition Burke, CAE  
Executive Director

## What we do:

- Governance
- Financial Management
- Working with:
  - Board of Directors
  - Governance and Bylaws Committee
  - Finance Committee
  - Nominating Committee
  - SLA Fellows

Cecelia Mason  
Director, Accounting



Emilie Mendia  
Managing Director



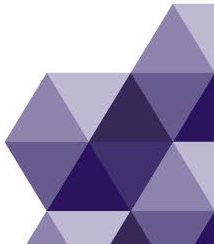
Mike Rosenberg  
Senior Manager, Engagement



Christen Denson  
Director, Learning & Success



Erin Dlugacz  
Director, Partnerships and Sales



# Engagement



Mike Rosenberg  
Senior Manager, Member  
Engagement



Stephanie Bossong  
Coordinator, Member  
Engagement

## **What we do:**

- Units (Chapters, Divisions, Caucuses)
- Membership Advisory Council
- Students and New Professionals Advisory Council
- Awards and Honors Committee
- Mentoring Task Force
- Individual Giving
- Career Center
- Salary Survey
- Unit Treasurers
- Recruitment and Retention
- Partnerships

# Knowledge



Emilie Mendia  
Managing Director

## Volunteer Support:

- Emergency Preparedness & Recovery Advisory Council
- Information Outlook Advisory Council
- Online Content Advisory Council
- Public Relations Advisory Council
- Technology Advisory Council

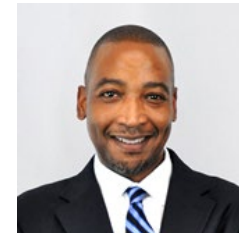
Stuart Hales  
Director, Content



Allison Walther  
Manager, Marketing



Quan Logan  
Director of Information  
Technology



# Learning & Success

## Volunteer Support:

- Annual Conference Advisory Council
- Professional Development Advisory Council
- Shared Learning Resources Initiative



Christen Denson  
Director, Learning & Success

Emma Adelman  
Coordinator, Learning &  
Success

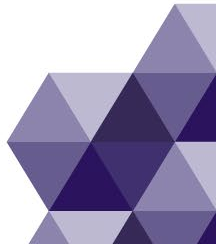


Mary Katherine Bilowus, CMP  
Director, Events



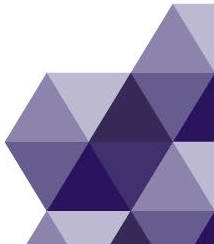
Natalie Bello  
Manager, Events

Stacey Kyle  
Sr. Manager,  
Exhibits & Events



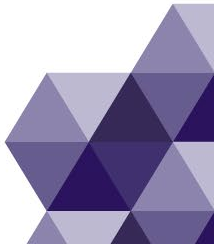
# 2018-2020 Strategic Plan

- Engagement
  - Strategic Objective: Diversify and grow membership.
- Knowledge
  - Strategic Objective: Play an integral role in the evolution of the information and knowledge industry within the global economy.
- Learning
  - Strategic Objective: Serve as the go-to organization for learning and professional development for information professionals.



# 2018-2020 Strategic Plan

- Leadership
  - Strategic Objective: Develop a model of leadership to inspire and empower members toward the practice of leadership.
- Partnership & Sales
  - Strategic Objective: Develop, solidify and nurture collaborative partnerships between members and industry partners.
- Operations
  - Strategic Objective: Deploy effective and efficient tools and resources, enterprise-wide.



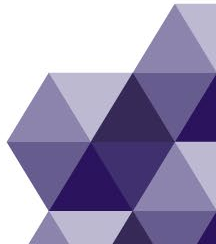




# SLA

Connecting Information  
Professionals

## Where we are today...





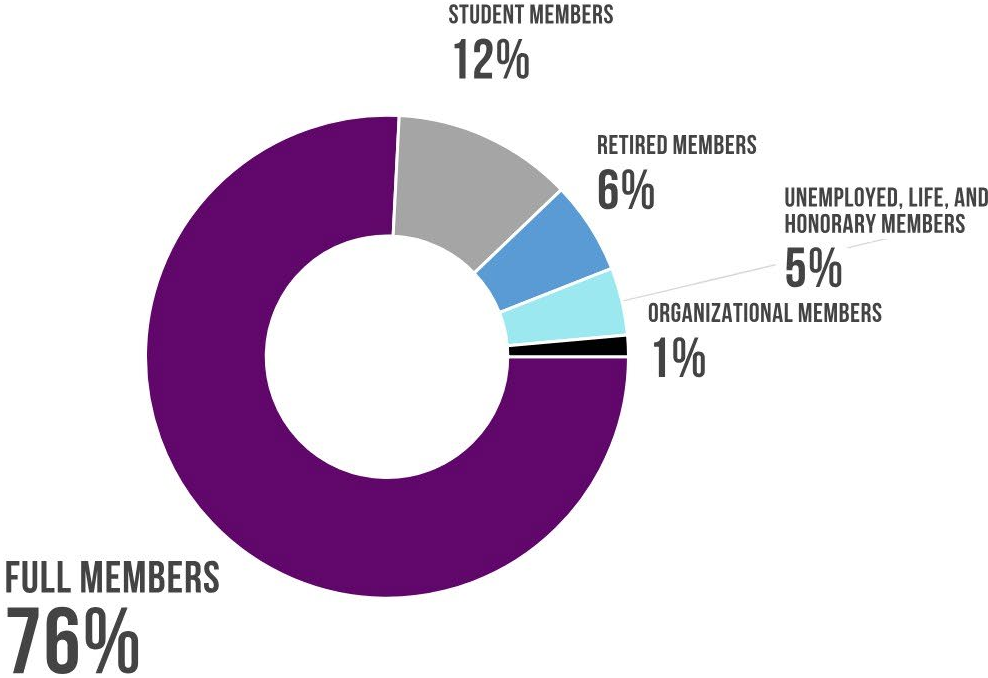


# SLA Today



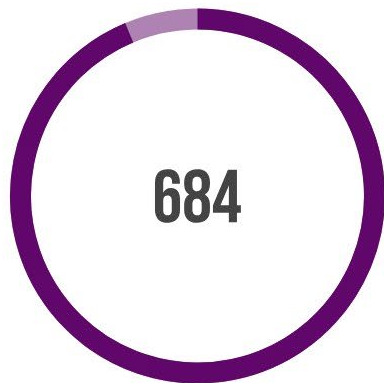
# MEMBERSHIP

3,970 Active Members



# MEMBERSHIP

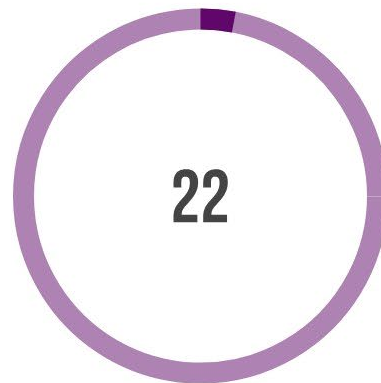
New and Reclaimed Members



2017



2018



2019 (YTD)



# MEMBERSHIP - GEOGRAPHIC DIVERSITY

- 53 COUNTRIES
- 79% OF MEMBERSHIP IN U.S.
- 8% OF MEMBERSHIP IN CANADA
- U.K. 3RD LARGEST REPRESENTATION WITH 85 MEMBERS

Followed by India with 47 members



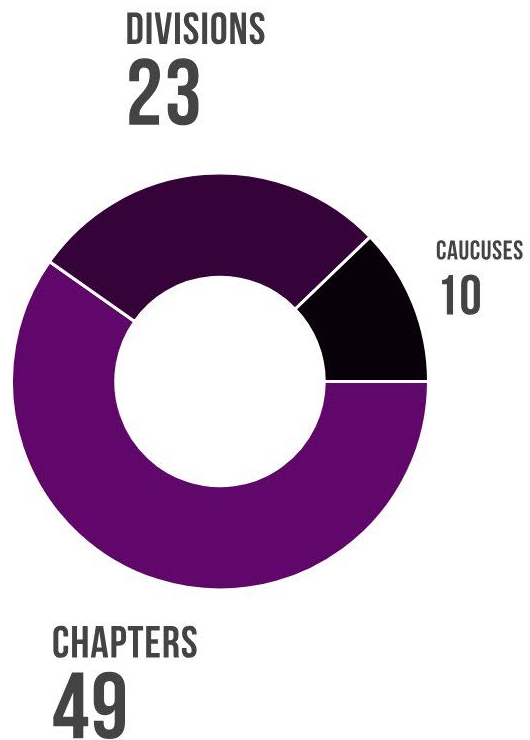
# MEMBER JOB TITLES

---

- ASSOCIATE PROFESSOR
- DIRECTOR, INFORMATION/LIBRARY SERVICES
- INFORMATION SPECIALIST
- KNOWLEDGE MANAGER
- LIBRARIAN
- RESEARCH ANALYST/MANAGER

# UNITS

---



# CHAPTERS

---

## 49 CHAPTERS

3,523 participants

## LARGEST CHAPTERS (BY MEMBERS)

- Washington DC: 348
- New York: 271
- New England: 211
- Illinois: 170
- San Francisco: 168

## SMALLEST CHAPTERS (BY MEMBERS)

- Fairfield County: 10
- Hawaii-Pacific: 10
- Mid-South: 9
- Rhode Island: 8

# DIVISIONS

---

## 23 DIVISIONS

4,937 Participants

## LARGEST DIVISIONS (BY MEMBERS)

- Business and Finance: 616
- Legal: 476
- Leadership and Management: 431
- Competitive Intelligence: 328
- Information Technology: 291

## SMALLEST DIVISIONS (BY MEMBERS)

- Insurance and Employee Benefits: 50
- Education Division: 43
- Petroleum and Energy Resources: 40



# CAUCUSES

---

## 10 CAUCUSES

635 participants

## LARGEST CAUCUSES (BY MEMBERS)

- DICE: 136
- Data: 87
- Baseball: 81
- Embedded Librarians: 72

## SMALLEST CAUCUS (BY MEMBERS)

- Association and Information Services: 13
- Natural History: 12

# STUDENT GROUPS

---

- **12 ACTIVE STUDENT CHAPTERS**
- **471 STUDENT WITHIN SCHOOL CHAPTERS**
- **480 PAID STUDENT SLA MEMBERS**
  - 62% Participating in Geographic Chapters
  - 38% Unaffiliated



# FELLOWS

---

- APPROXIMATELY 90 FELLOW MEMBERS
- LEADER: BRANDY KING
- PURPOSE: TO HELP MEMBERS REALIZE THE VALUE OF SLA
  - Act as ambassadors & mentors
  - Knowledge- for Board, historical knowledge, etc.
- EVENTS AT ANNUAL CONFERENCE
- FACILITATING MENTORING TASK FORCE



# VOLUNTEERS

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- **193 VOLUNTEERS ANSWERED CALL OR REAFFIRMED COMMITMENT**

11% increase from 2017

- **400+ UNIT VOLUNTEERS**
- **70+ COMMITTEE VOLUNTEERS**
- **88 MICRO-VOLUNTEERS**







**66% INCREASE IN SLA CONNECT  
ENGAGEMENT BETWEEN 2017-2018**





# UNIT HIGHLIGHTS



# UNIT HIGHLIGHTS - CHAPTERS

---

- **D.C. CHAPTER:** TOURED SENATE LIBRARY, ATTENDED THE PLAY “ALABAMA STORY”, AND HELD CHAPTER HOLIDAY PARTY.
- **MARYLAND CHAPTER:** HOSTED A SERIES OF IN-PERSON MEETUP2LEARN EVENTS WITH ZAI, A GUIDED TOUR OF ENOCH PRATT FREE LIBRARY CENTRAL BRANCH AT SLA ANNUAL CONFERENCE, A WALKING GHOST TOUR OF HISTORIC ANNAPOLIS, AND MORE.
- **SIERRA NEVADA CHAPTER:** HELD “INSTITUTIONAL POLITICS” WEBINAR OPEN TO ALL SLA UNITS, TWO CO-SPONSORED HAPPY HOURS, ORGANIZED TWO SUMMER LIBRARY TOURS.
- **UPSTATE NEW YORK CHAPTER:** PLANNED AND HOSTED A SUCCESSFUL REGIONAL CONFERENCE IN APRIL TITLED “LEAD FROM WHERE YOU ARE.”; PRESENTED THE UNYSLA STUDENT MERIT AWARD TO CHAPTER MEMBER.

# UNIT HIGHLIGHTS - DIVISIONS

---

- **SCIENCE-TECHNOLOGY DIVISION:** HOSTED WELL-ATTENDED ALL SCIENCES POSTER SESSION AT ANNUAL CONFERENCE.
- **PHARMACEUTICAL AND HEALTH TECHNOLOGY DIVISION:** CO-LOCATED DPHT ANNUAL MEETING WITH SLA ANNUAL CONFERENCE WITH 200+ ATTENDEES; AWARDED STUDENT SCHOLARSHIP AND DISTINGUISHED MEMBER AWARD.
- **PHYSICS-ASTRONOMY-MATH DIVISION:** ORGANIZED AND CONDUCTED 10 PROGRAMMING SESSIONS FOR THE 2018 SLA ANNUAL CONFERENCE, A WELL-ATTENDED PROFESSIONAL DEVELOPMENT WEBINAR, AND PROVIDED MENTORING TO NEW PAM MEMBERS.
- **EDUCATION DIVISION:** PLANNED AND HOSTED FOUR WELL ATTENDED PROGRAMS AT SLA CONFERENCE & OFFERS A MONTHLY WEBINAR SERIES THAT IS CO-HOSTED WITH ALISE.



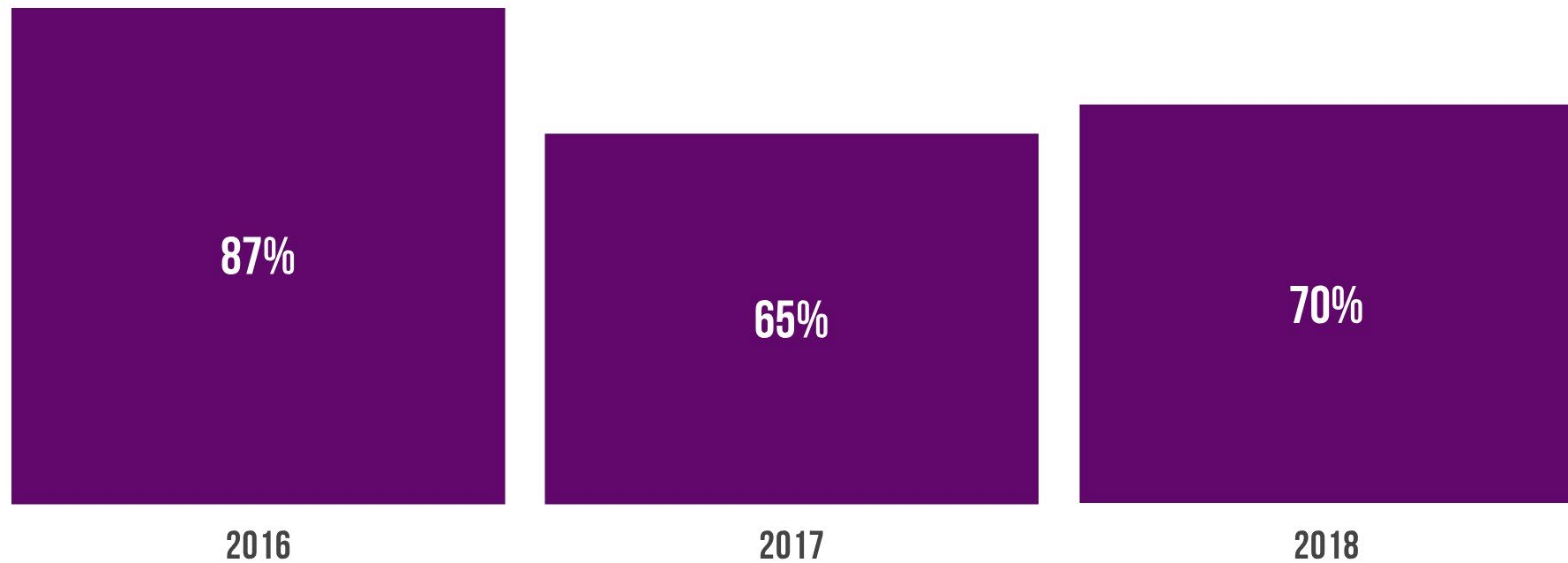
# UNIT HIGHLIGHTS - CAUCUSES

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- **DIVERSITY, INCLUSION, COMMUNITY, AND EQUITY CAUCUS:** FORMATION AND CONTINUED GROWTH OF DICE; MEMBERSHIP INCREASED 240% SINCE BEGINNING IN MARCH.
- **NATURAL HISTORY CAUCUS:** ONE PROGRAM PLANNED AND ONE FIELD TRIP/TOUR AT THE 2018 ANNUAL CONFERENCE.
- **BASEBALL CAUCUS:** HELD ANNUAL BUSINESS MEETING & ATTENDED BALTIMORE ORIOLES GAME AT ANNUAL CONFERENCE.

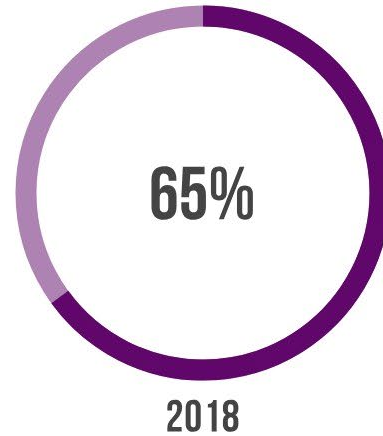
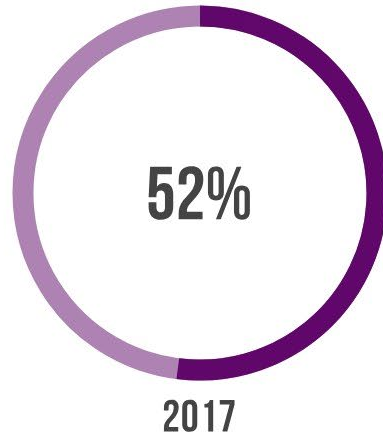
# UNIT CHALLENGES

Recruiting new unit leaders.



# UNIT CHALLENGES

Vacant officer positions.



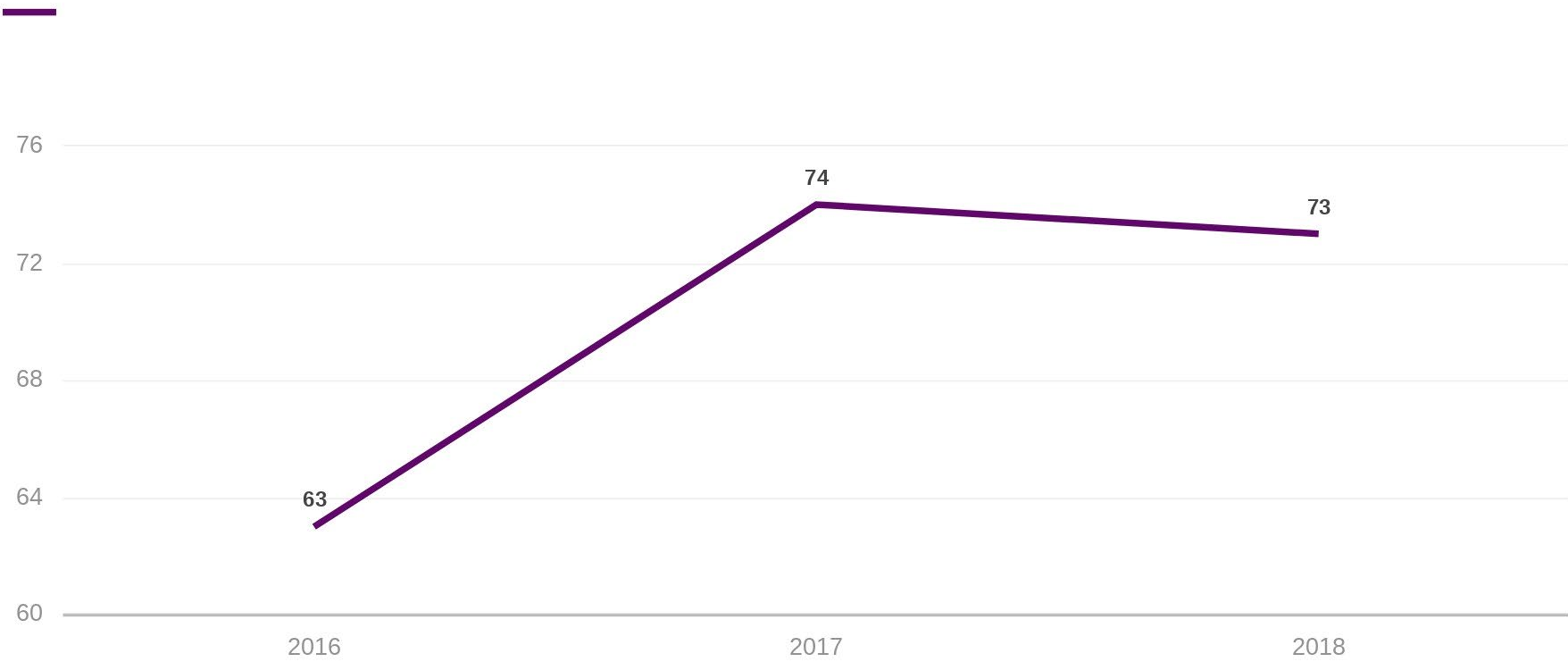
# UNIT CHALLENGES

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See recruitment and retention as a concern.

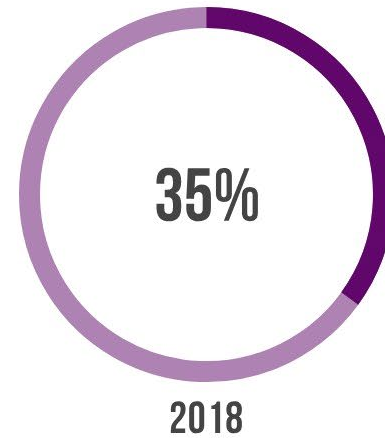
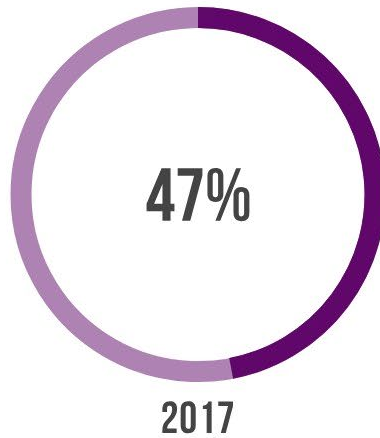
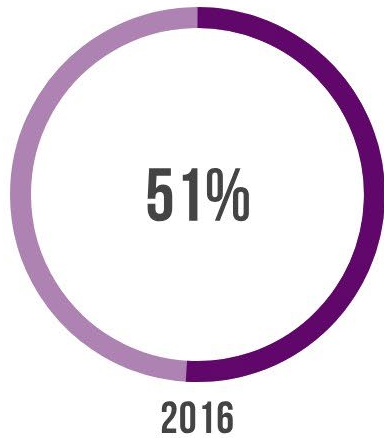


# PERCENT (%) OF UNITS WITH A MEMBERSHIP COMMITTEE OR DESIGNATED MEMBERSHIP



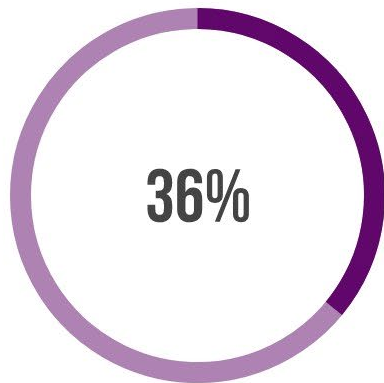
# DID THE UNIT PROVIDE A JOB POSTING SERVICE IN 2018?

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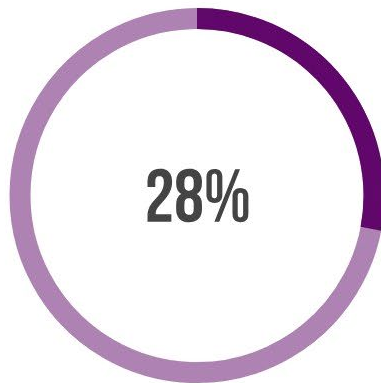


# DID THE UNIT OFFER A MENTORING SERVICE FOR UNIT MEMBERS DURING 2018?

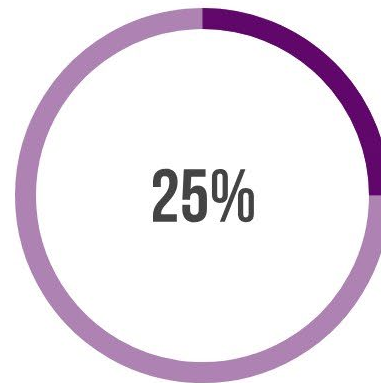
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2016



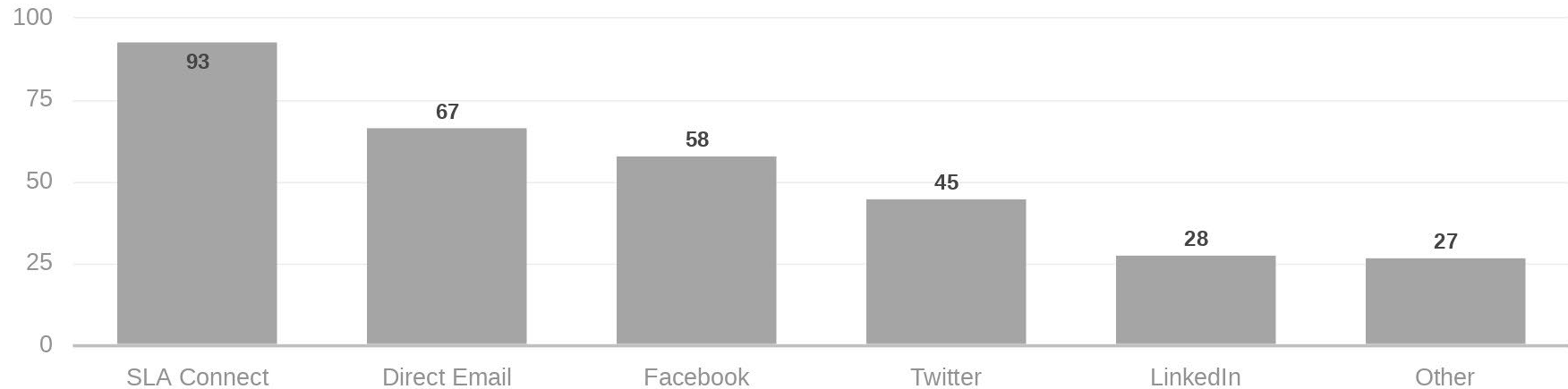
2017



2018

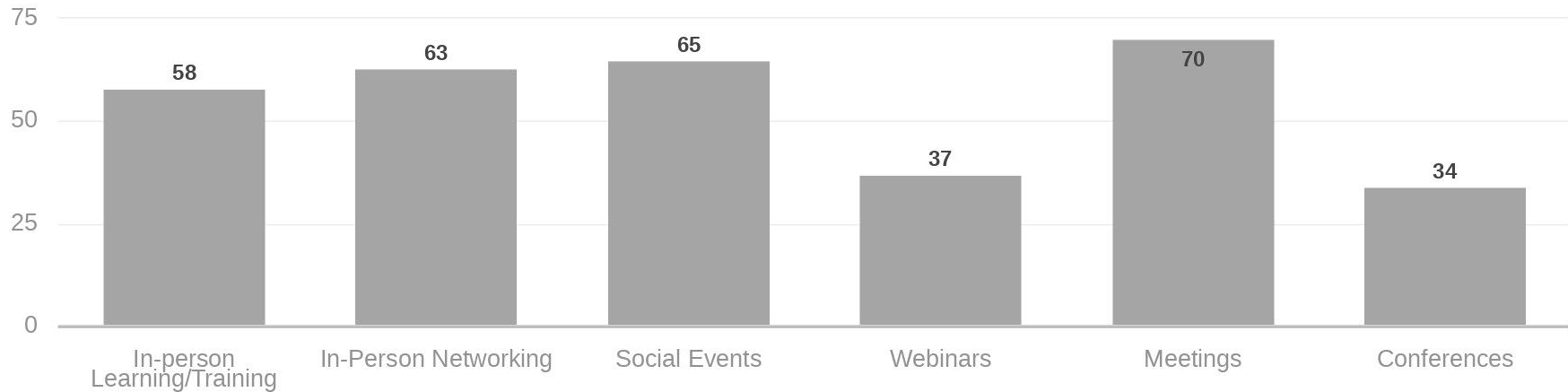


# HOW DOES YOUR UNIT COMMUNICATE UNIT NEWS, ACTIVITIES AND OTHER INFORMATION WITH ITS MEMBERS?



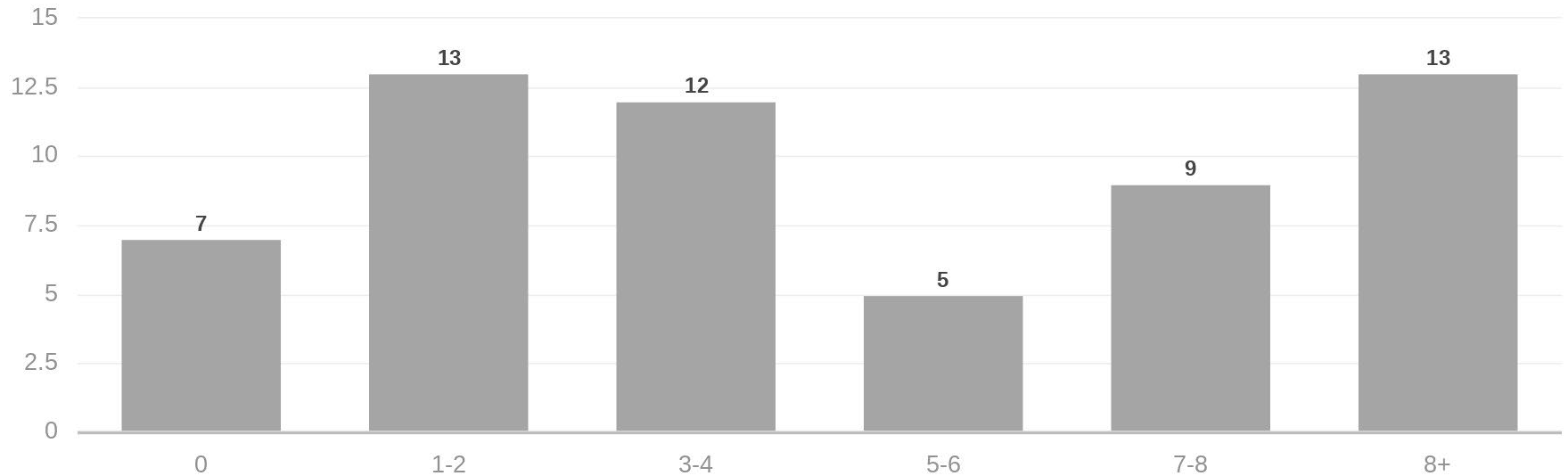
**PERCENTAGE (%) OF UNITS USING EACH TECHNOLOGY**

# WHAT TYPES OF PROGRAMS AND EVENTS DID YOUR UNIT HOLD IN 2018?



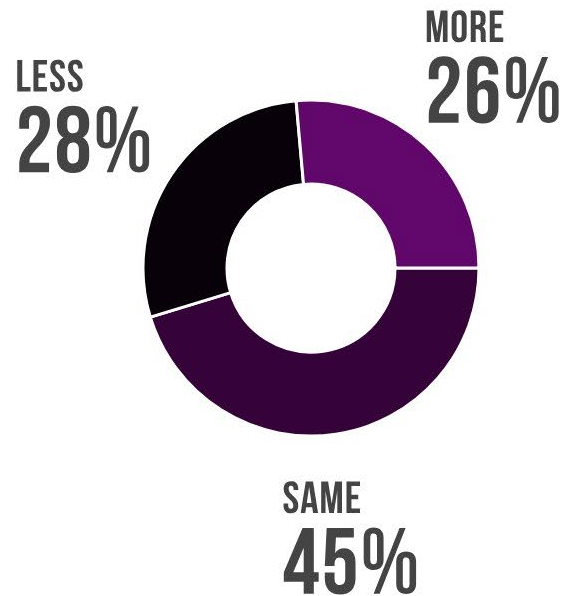
PERCENTAGE (%) OF UNITS THAT HELD EACH PROGRAM TYPE

# APPROXIMATELY HOW MANY PROGRAMS AND EVENTS DID YOUR UNIT HOLD THIS YEAR?



# OVERALL, WAS THIS MORE OR LESS PROGRAMMING THAN LAST YEAR?

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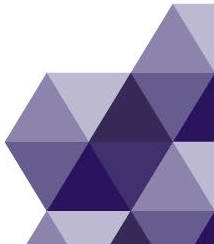




Where We  
Are Going

# 2019 Presidential Webchats

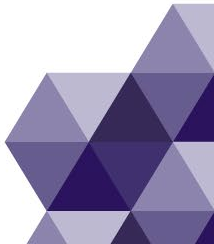
- Quarterly
- Thursdays, 2:00pm-3:00pm ET
  - February 28<sup>th</sup>
  - April 25<sup>th</sup>
  - August 15<sup>th</sup>
  - November 14<sup>th</sup>
- All members are encouraged to attend



# 2019 SLA Board of Directors Meetings

## Open Sessions:

- Sunday, January 20<sup>th</sup>
  - SLA Leadership Symposium, 8:30am – 10:00am CT
- Saturday, June 15<sup>th</sup>
  - SLA Annual Conference, 8:30am – 11:00am ET
- Wednesday, October 16<sup>th</sup>
  - Virtual, 2:30pm – 3:30pm ET





Let's hear from you now...



**THANK  
YOU!**

