

## **ALA President**

The role of the ALA President is to be the Association's chief spokesperson and to work closely with the ALA's Executive Director in identifying and

- Provides a quarterly written president-elect report on plans, goals, and activities to date. The report may be presented at ALA Membership Meetings, the Membership Information Session, or ALA Board/Council Meetings.
- May assist the president with speaking order at Board meetings.

By virtue of office or practice the **president** is a/the:

- Presiding officer for Council, Membership, and the Executive Board
- Chair of the Executive Board's Executive Committee
- President and presiding officer of the ALA-APA
- Member of the ALA and ALA-APA (Allied Professional Association) Council
- Member of the Planning and Budget Assembly
- Member of the ALA Executive Board
- Member, ex-officio with vote, of the Board of Trustees of the Freedom to Read Foundation

By virtue of the office or practice, the **president** also:

- Serves as chief spokesperson for the Association
- Promotes ALA's programs, priorities, and key messages
- Leads the Association in planning for the future
- Works closely with members to ensure that their ideas and concerns help drive the overall direction of the association
- Generates enthusiasm and support among members for the Association's goals
- Develops presidential focus areas in context with current ALA strategic directions and activities.
- Plans the format, speakers and program for their President's Program at Annual Conference in partnership with Conference Services
- Carries out their programs and projects during the presidential year
- Attends a number of selected state, national, and international library association venues, including IFLA
- Represents the Association at meetings, conferences, receptions, legislative hearings, and other events
- Represents ALA in various media forums throughout the year
- Attends the Committee on Legislation's Legislative Retreat in Washington, D.C.
- Attends and makes remarks at Library Legislative Day in Washington, D.C. (coordinated by the ALA Washington Office) – early May
- Represents the Board and serves as moderator at the spring Staff Awards Ceremony – in conjunction with Executive Board Spring Meeting in April
- Presides at the opening of the exhibits at Annual Conference
- Presides at the Annual Conference Opening General Session, Awards Ceremony, Closing General Session, and Inaugural Ceremony.
- Presides at the Executive Board Candidates Forum
- Provides a written quarterly president report on initiatives and activities. The report may be presented at the ALA Membership Meeting, Membership Information Session, or ALA Board/Council Meetings.
- Presides over ALA-APA meeting at Annual Conference
- Writes bi-monthly column for *American Libraries*
- Fills vacancies on ALA committees as they occur during the year (Note that this responsibility is assumed to be delegated to the president)





ALA Headquarters and Public Policy and Advocacy Office staff assist the President and President-elect with matters relating to Association policies and procedures, strategic planning, Presidential focus and program development, invitations to and catering for conference social events, registration and housing for the January/Winter Meeting and Annual Conference, legislative matters, Congressional testimony, etc.

The staff of the Communication Marketing & Media Office (CMMO) works with the ALA President to prepare for interview opportunities by providing talking points, relevant topic research, and offering suggestions on how to effectively communicate with reporters/hosts. The CMMO office organizes a full-day media relations training session for the ALA President-elect. The session includes training on how to effectively deliver ALA messages to reporters, as well as how to conduct a satellite television interview.

Since the President and President-elect share presiding duties at Board, Council, and Membership Meetings, ALA's professional parliamentarian provides parliamentary training early in the President-elect year to ensure that they are familiar and comfortable with parliamentary procedure.

Presidents and Presidents-elect have also chosen to allocate a portion of their operating budgets to hire clerical or other support at their home institution to help with correspondence, scheduling, travel arrangements, and other tasks related to the ALA presidency.

***Q: What will it cost me to run for ALA President-elect?***

The cost of a campaign can fluctuate greatly depending on how much travel a candidate embarks on during the campaign period. Recent candidates have spent from \$2,000 - \$5,000 on their campaigns. Beginning with the 2009 campaign, candidates are eligible for a reimbursement up to \$1,000 from ALA to help offset the cost of website development, postage, printing and other campaign-related expenses.

Much of the cost associated with campaigning can relate to travel to chapter and affiliate meetings and division conferences during the campaign period.

While some candidates fund the costs of their campaign with personal funds, others have enlisted their supporters to hold such events as receptions and dinners at which they solicit donations from invitees. In addition, many candidates have obtained either in-kind donations or a discount for such items as photocopying, website creation and maintenance, clerical assistance, and travel funds from their home library or employer.

***Q: Does ALA provide any financial support to candidates running for ALA President-elect?***

At their 2008 Fall meeting, the ALA Executive Board approved the following support to all candidates for ALA President-elect:

- A press release issued by ALA/CMMO announcing the candidates.
- Information on the ALA election web site containing the candidate's photo, biography and statement of professional concerns.
- A link on the ALA election web site to a website maintained by the candidate.

