

Board of Directors meeting

12 October 2001

The key and operational activities of the Association for 2002 were agreed. The 2002 budget will be finalised at the December meeting. The Board considers that it is timely to review the Association's vision statement — Excellence in library and information services — and will formulate some options prior to the December meeting.

Areas of key activity

To achieve greater impact of and support for the Association and its Objects the following key areas of activity, and the benefits to members from this activity, have been determined.

Promoting the rights of all users to equitable access to information particularly within online content, copyright, intellectual property and licensing regimes (Objects: 1,2,3,4): reinforces the role of library and information professionals as responsible agents in providing access to information; develops resources to support members in their practice.

Advocating for public access to information through a structured and informed lobbying and advocacy program. (Objects: 1,2,3,4,5): achieves greater credibility for the sector with governments, funding bodies and community; availability of associated member resources including industry data, a relevant up-to-date suite of policy statements, and lobbying and advocacy kits; encourages greater member involvement in lobbying and advocacy.

Securing strategic partnerships and alliances. (Objects: 1,2,3,4,5): expands range of services and benefits; strengthens representational alliances; widens opportunities for enhancing professional practice; provides discounts for non-ALIA activities.

Setting the agenda for future workforce and practice priorities, career-long professional development, and practice linked research. (Objects: 2,3,5): secures sector-wide agreement on a new framework for career-long education; expands ALIA initiated professional development opportunities; increases focussed research opportunities.

Promoting and celebrating the role and value of library and information services to the community at large. (Objects: 1,2,3,4,5): raises the profile of the profession; increases visibility in the wider community and to governments; celebrates professional achievements through a new awards program; offers a range of targeted promotional events and Library and Information Week.

Targeting services and benefits to most effectively meet the needs of all members, in particular institutions, students and new professionals. (Objects: 2,3,4,5): focuses services and programs; stronger membership base; specific programs and services for special and

public sector institutional members, student/new professional and senior management members.

Implementing a communications and information management strategy to improve communication, service delivery, planning and evaluation. (Objects: 3,4,5): increases opportunities for engagement in activities; more effective communication; new products, services and facilities designed to match the needs of members; accurate information available on a timely basis.

Continuously improving governance and management practices to maximise financial viability, member participation and benefit, and growth. (Objects: 3,5): sound organisational operating base; participation in policy development and planning through the National Policy Congress, sectoral, geographic and issues groups.

Key initiatives

1. Develop and market new services for students/new professional members (Objects 2,3,5)
2. Develop and market new services for senior professional member (Objects 2,3,5)
3. Achieve favourable purchasing agreements for institutional members for products and services, including licence agreements (Objects 1,2,5)
4. Devise and implement a library and information services promotions campaign (Objects 1,2,3,4,5)
5. Establish national fora for cross-sectoral collaboration (Objects 1,2,3,4)
6. Develop strategic action program for special libraries (Objects 2,3,4,5)
7. Develop strategic action program for public libraries (Objects 2,3,4,5)
8. Develop strategy for career-long education for the knowledge age (Objects 2,3)
9. Identify central role of ALIA in the development of a research culture for the library and information sector (Objects 2,3,4,5)
10. Development of online services and information management system (Objects 3,4,5)

ALIA conferences

A review of our conferences has been on the Association's list for around ten years. It was discussed at the 2000 National Policy Congress and recommendations were made by the Congress to the Board. In taking on the Congress recommendations the Board has reviewed models of associations conferences and the application of technology to conferences. The ALIA president has attended all ALIA conferences and where possible those of allied organisations and taken the opportunity to have wide ranging discussions with or-

ganisers and delegates on ideas for future conferences. The Board also gave very serious consideration to: the Association's audit management report for the 2000 audit regarding conferences financial risk management; conference reports; the demands on the volunteer organising committees and trade exhibitors; the competition for sponsorship; and difficulties in locating suitable venues under the current expansive program. The Association has up to ten conferences in planning at any one time.

The Board agreed to proceed with two models. The biennial conference would focus on policy and practice issues of relevance right across the sector and the wider community and be a forum for practitioners to debate and discuss issues of significance. ALIA 2002 is breaking new ground in working within this model. The former division, now group, conferences would focus on a major conference representing the interests of those ALIA groups keen to pursue a conference program. This approach will also provide the flexibility for the Association to stage one- to two-day sector- or issues-based symposia on a shorter lead time as the opportunity or need arises. The benefits of this new model include: a streamlined planning process; improved financial management and reduced risk; the opportunity for groups to contribute to a conference program or run a shorter symposium or workshop; the opportunity to better package marketing, promotions and sponsorship; and anticipated good support from the trade exhibitors and sponsors with the resultant reduction in competing demands on their attendance. Administrative support would be available to the committee and organisational support and advice provided through ALIA National Office. The *Online* conferences will continue as will those conferences currently endorsed for 2003.

The Board has identified three main criteria for conferences: an innovative and challenging program; utilises technologies to maximise member participation in part or all of the program; make a profit. The Board has asked the executive director to work with groups to implement the new models.

New Group endorsed

Health Libraries South Australia. You can elect to join through ALIANet [<http://www.alia.org.au/groups/join.html>] or by contacting our membership staff.

Policy statements

The Board endorsed the statements on *Professional conduct*, *Free access to information*, *Copyright and intellectual property*, and the amended statement on *Information literacy*. The revised policy statements can be found at <http://www.alia.org.au/policies/> ■