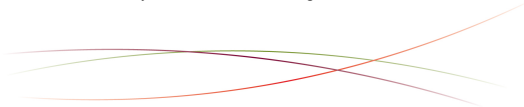





Elevate Chapter Relations

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Your connection
to knowledge, resources and networking






First things first:

1. Familiarize yourself with your focus chapters:
 - Access chapter profiles and history on the Leadership Community site
 - Review chapter website/social media venues - get a sense of who they are
 - Note upcoming events (officer transition meeting, board retreat, etc.)




2. Establish relationships prior to board transitions – April 1
 - Connect with President/President-Elect at a minimum; consider other key Chapter Leaders and Chapter managers if applicable
 - Describe your role as liaison (ALA resource, sounding board, facilitator, chapter to chapter liaison, association/regional updates and timelines etc.)
 - Discuss a preferred communication plan (conference calls only, combination of calls and emails), frequency and gain buy-in



Getting Invited:


Plant the seed and manage expectations:

- Listen – what do they need
- Avoid putting on spot (give them time to think, without giving them a visible "out"☺)
- Make it about them (you are a resource)
- Discuss travel costs associated with visit
- Follow up within a week or so



Consider this sample email to start:


Congratulations on stepping up to lead your chapter! It's a wonderful personal and professional experience, and I'm looking forward to supporting you and being a resource to make your role easier. As your ALA ambassador, I would love the opportunity to visit your chapter. Below are some suggestions for chapter visits and areas where I can be a resource. Please complete and return to me and I'll follow up with you. Chapters usually pay travel costs, but there may be cost sharing options depending on your chapter's finances. We can discuss this when we talk.



Chapter Leaders:


We welcome a chapter visit and have checked areas of interest.

- Meet with your BOD on effective chapter management (use the Presidents' Award of as a blueprint for your discussion)
- Facilitate a board crossover meeting or retreat
- Facilitate a strategic planning meeting for chapter board and leadership
- Provide an ALA update
- Provide an ALA member benefits presentation
- Present on a topic of interest at a chapter meeting or conference
- Participate in a community service event
- Other (please specify)




Our Chapter: _____

can pay all reasonable travel costs
 can partially contribute to costs of chapter visit (i.e., hotel)
 cannot contribute funds for chapter visit



I (we) are also interested in support and assistance on:


Setting Presidents' Award of Excellence goals
 Being effective chapter leaders; conducting effective meetings
 Succession planning concerns
 Handling board/chapter issues
 Promoting chapter diversity and inclusiveness
 Business Partner engagement
 Membership recruitment and engagement
 Developing and promoting chapter programming
 Enhancing chapter educational sessions/speakers
 IDEA award and/or Elevate ALA award submissions
 Volunteer and leadership opportunities at regional and national level
 CLM: forming a chapter study group; increasing visibility of CLM
 Other (please specify)



Preparing for a Chapter Visit

1. Confirm the following with chapter president or contact – get it on your calendar

- > Date and time of event (will it include overnight stay before or after)
- > Purpose of visit – clarify your role
- > Who will pay for travel expenses (chapter, ALA, or split?) (provide estimates if possible and confirm logistics or follow up asap with air/hotel costs to avoid surprises)
- > Location of meeting and attendees expected (members, BPs, BOD, MPs etc.)
- > Technology needs
- > Depending on event, consider asking to meet board for dinner the night before



2. Enter visit in ALA's Chapter Visit Database
Inform your Director/team of travel cost arrangements for budget purposes

3. Do your homework - refresh your knowledge of the chapter

4. Follow up with chapter President or contact a few days before event


5. Have fun – this is one of the best parts of your role as Regional Representative!

6. Follow up visit with a thank you to chapter leaders




Tools:
Under Leadership Communities – Regional Leadership Teams Shared Files:

- Chapter Visit Toolkit
- ALA Membership Benefits Update
- Chapter Demographics
- Focus Chapter Assignments
- Region Files*
- Chapter Visit Database – very small under Links



Other Ideas:

- ALA Jeopardy
- #WIIIFM
- Certification
- Online Community Demonstration
- New ALA Website Demonstration
- Or customize to fit the needs of the chapter




Maximize your chapter visit

1. Invite yourself to dinner
 - If you are presenting at a chapter lunch meeting, suggest arrival the night before to have dinner with the Board
2. Arrive early and greet members and guests as they arrive; introduce yourself
3. Bring business cards and encourage members to contact you




Tips for Effective Presentations:

- Know your audience (members only, business partners, managing partners)
- Start strong – the first few minutes are key so give a compelling open – consider your personal ALA story
- Know your topic inside and out
- Add interest with quotes, humor, and personal stories
- Handouts should parallel and enhance your presentation – what’s the take-away?
- Practice, Practice, Practice (to avoid reading the slides)




More Tips:

- During your delivery:
 - Step away from the podium
 - Make eye contact, relax and smile
 - Slow down and breathe
 - Be confident
 - Do not apologize
 - Watch your timing
 - Avoid the “umms,” “aahs,” and filler words
- Prepare for questions; if you don’t know the answer, say so




Facilitator's Role:

As facilitators, our role is to help our chapters understand their common objectives and assist them to plan how to achieve these objectives; in doing so, then we as the facilitator remain "neutral" - meaning we do not take a particular position in the discussion. As the facilitator we encourage full participation, promote mutual understanding and cultivate shared responsibility. By supporting everyone to do their best thinking, we are enabling our chapters to search for inclusive solutions and build sustainable agreements.




Facilitating Meetings:

- Set ground rules and clearly state objective/purpose of the meeting and the expectation of what the outcomes and deliverables will be
- Prepare an agenda and set time limits - Keep the group on time and on task
- Ask someone to scribe during the meeting
- After each time block, recap the discussion and restate any decisions
- Be both strong and sensitive to the needs of the group – watch for rabbit holes and the soapbox – use the parking lot
- Recap – decisions, actions to be done, owners and timing



Additional Tips

- Review Chapter Profiles and History on website
- Use the Presidents Award of Excellence as a guide
- Make it interactive
 - Icebreaker
 - Personality exercise
- Increase the pace to energize the conversation
- Prepare for unexpected disagreements
- Maintain a positive atmosphere
- Congratulate the chapter on their work and thank chapter leaders for their ALA service



Don't Forget:

- Identify future ALA leaders
- Highlight ALA leadership and professional development opportunities "aka" volunteers
- Know that you are not alone
 - If you do not feel comfortable with the requested purpose of the visit or presentation topic, suggest that another member of the leadership team visit the chapter or join you on the trip
- Have fun!
