

TO: Core Board of Directors

TOPIC: December 2023 Core Administrative Report

ACTION / INFORMATION / REPORT: REPORT

ACTION REQUESTED BY: Julie Reese, Interim Executive Director

SUBMITTED: January 18, 2024

Office

- In May I accepted the position of Executive Director for Core, with the support from the Core Board and ALA Executive Director, Tracie Hall.
- I participated in meetings with the Operating Agreement Implementation Group and with Core fiscal leaders, as well as monthly meetings with the Fundraising & Sponsorship Committee.
- In September I promoted Tom Ferren to Deputy Executive Director for Learning and Events to carry on the work of overseeing the Core Continuing Education program, Core meetings and events at ALA Annual Conference and Core Forum.
- In October, Tom Ferren and I assisted with the planning and execution of Core Forum 2023 that took place October 19-21 in New Orleans. More than 45 programs and preconferences were presented. Registration exceeded expectations at more than 400 participants. Budget was based on 325 in attendance.
- General support in the fall included closing and updating FY23 financial reports in November and December for the Budget and Finance Committee and planning for the proposed FY25 budget. Preparation for the 2024 election, awards planning, and fundraising planning also took up considerable administrative time in the fall. Other duties included general support of the Core Board, and section leaders, as well as other committees and interest groups.
- Tom Ferren and Mia Blixt-Shehan continued to support the Continuing Education Coordination Committee and their work on webinars, web courses, classroom, and e-Forums. Tom supported the Conference Program Committee and coordinated the selection of programs for the 2024 ALA Annual Conference.
- Tom Ferren worked with the Core Continuing Education Committee to launch a new online course in the fall for Fundamentals of Universal Design for Learners.
- Tom Ferren and Mia Blixt-Shehan are working with the Core Continuing Education Committee on the development of a new online course, Fundamentals of Institutional Repository that is planned to be released in the beginning of FY25.
- Amber Robbin actively promotes Core programs including Core Forum 2023 across marketing channels, sends communications to members including "This Week in Core" and is building Core's new Automated Membership Campaign.
- Mia and Tom support the Preservation Outreach Committee to plan activities for Preservation Week.

- Jenny Levine and I helped support the Core Publications Coordination Committee as well as the journal editors with their work moving the journals to one open access platform.
- Jenny has worked with the Awards Coordinating Committee to establish a timeline for all awards and she and I have participated in meetings with IIDA and AIA to discuss and coordinate award management.

Core Administration

- The Core Leaders Group (President Wendy Tressler, President-Elect Angie Ohler, Past-President Margaret Heller) and Jenny and I met weekly.
- Section Leaders met monthly with the Core President, Wendy Tressler and staff to improve and maintain communication about deadlines and initiatives.
- The Budget and Finance Committee and the Board reviewed the proposed operating agreement model and provided feedback to ALA on the proposed scenarios.
- The Organization and Bylaws Committee developed proposed changes to the Core Bylaws that will be presented to the membership for a vote during the 2024 elections.
- Strategic Planning Implementation Task Force has created a spreadsheet to help identify strategic initiatives and more easily identify gaps and trends.
- Core is searching for the 2024 Preservation Week honorary chair. The 2023 Preservation Week honorary chair was Dr. Mona Hanna-Attisha, and the theme focused on building resilient communities. About 320 members of the public and libraries viewed last year's webinars "There When You Need Us: Crisis Collecting Support" and "Networking Strategies Improve Disaster Readiness." Preservation Week for 2024 will be held April 28 – May 4.
- See the Continuing Education and Membership reports for more information on those topics.

Partnerships/Sponsorships/Opportunities

- Core participated in Giving Tuesday in November to raise funds for Core Forum Scholarships. A total of 11 donors gave \$490.
- Division leaders and I are in discussions with key partners to form year long sponsorship packages and identify ways we can work together to benefit Core members and the library community.
- We launched the new LIFT award and the first recipient was awarded in September.

2023 Fall Activities

- The Core Forum took place Oct 19-21 in New Orleans. More than 40 programs and preconferences were presented. Registration reached 404. Budget was based on 325 in attendance.
- In Q1 of FY24, Continuing Education produced 9 paid and 1 free webinars reaching 304 individuals and groups, and 12 online courses reaching 210 individuals. We did not offer any Core Classroom in Q1.

- CE gross revenue in Q1 of FY24 is at \$58,987, compared to \$79,116 in Q1 of FY23. The revenue variance is a result of fewer than budgeted CE events held. We are starting to see increased attendance and higher group purchases for webinars.
- New Automated Membership Campaign was launched in December for onboarding members in their first year.
- The Preservation Section was launched on September 1, 2023. The Section leaders are working this fall to establish their groups and initiatives.
- In December, the Core Technology Section held a virtual event for current and prospective members to learn how to get involved in committees, interest groups, and other opportunities within the section.