

# President's Report

By Ken Cooley.

Since this will be my last contribution as President to the Browser I would like to summarize a few significant developments that have occupied the BCLA Board and Executive over the past year. During 2009/2010 BCLA has contended with a number of difficult issues both externally, as it responded to worsening financial situation and internally, as it sought to rationalize its complex organizational structure while maintaining the standard broad spectrum of services to members.

## Governance

Over the past year, it has become clear that BCLA's structure needs to be continually reviewed. Moving forward into 2010/11 BCLA will initiate a comprehensive review of its governance structure and the existing Committee structure to ensure that all Committee mandates and procedures are current and valid.

## Finance

BCLA's financial situation weakened significantly in 2010. In responding to these developments, the Executive has sought to document and improve our understanding of BCLA's financial operations. This exercise underlined the need for an annual Executive orientation that would serve to keep understanding of the details of our relationships with other organizations current.

In another response to our financial challenge, the Fund Development Committee will be re-energized and charged with developing other options for fund raising with the hope of offsetting this year's losses and setting BCLA on a more independent path in terms of its own budgetary resources.

## Advocacy

Throughout late fall 2009 and into winter 2010 BCLA has worked with partner organizations BCLTA and ABCPLD in organizing and preparing to meet with the Minister of Education in an effort to keep issues of library funding before the Minister's eyes. BCLA

Executive Director, Alane Wilson and BCLTA President Andy Ackerman have devoted a great deal of effort and skill to the preparation of suitable materials and in presenting them to the Minister.

## Communication

Beginning in 2009, The BCLA Reporter became the BCLA Browser the online electronic newsletter of the Association. The browser continues to cover all aspects of the Association's organizational issues and events. Congratulations to Editor, Sandra Wong, for her conscientious work in filling the Browser with news every quarter.

For an Association that finds itself so often called on to make public comment or to respond to issues arising from actions both within the Library community or from external events, the Executive found that BCLA had few resources and limited experience in public relations. Despite willingness and ability in the BCLA Office, it was recognized early in 2009 that developing a well functioning public relations programme within the organization would require some outside expertise. To that end Executive Director, Alane Wilson, has worked with Rebus Creative to develop public relations resources for use within BCLA. These will be ready for the 2010-2011 Board members in the early summer.

## BCLA Office

As always, the BCLA Office has continued to provide consistently timely, enthusiastic and skilful support to the Executive, the Board and to members. I would like to thank both: our Executive Director, Alane Wilson and our Office manager, Allie Douglas for their outstanding competence and good humour even during this difficult year.

*Ken Cooley is the  
Associate University Librarian,  
Reference and Collection Management Services at  
The McPherson Library, University of Victoria.*