

2011: A Year of Opportunity

By Errin Morrison.

Happy New Year BCLA Members!

As you have hopefully heard by now, 2011 is going to be an interesting year for BCLA. Not only are we celebrating our 100th anniversary as an association, but we are also in a transitional year. We will be losing a significant portion of our annual revenue as the BC Libraries Cooperative takes over much of the administrative work we have carried out on behalf of the Public Library Services Branch for the past many years. And while it is always difficult for a lean, non-profit operation such as this one to adjust to a revenue shortfall, it is neither impossible nor all bad in the long run.

Challenges and Opportunities Ahead

What we have been presented with is an opportunity to take a good, close look at what BCLA does and re-evaluate our activities and priorities in light of our actual resources. Sometimes it takes a momentous change in circumstance to bring about a necessary change in how we conduct ourselves. There are undoubtedly things we could and should do differently as an association...this is our chance to identify those things and to bring them into alignment with member expectations and our changing financial landscape.

Get Involved

If you have ever considered getting more involved in your professional association, I suggest to you that this is the year to do it. BCLA's Task Force on Strategic Sustainability will be seeking member input and ideas over the coming months in response to the challenges ahead.

Please be ready to participate when the invitation goes out to attend a Task Force-sponsored get together in your region. And keep an eye out for online and teleconference participation opportunities as well. And of course you are always welcome to contact BCLA Board members and/or staff with your ideas, concerns and questions...there is no real deadline for input on this or any other issue facing the association. The more engaged you are – at any point – the more responsive BCLA can be.



Run for the Board

And if you really want to make a difference, consider running for a board position this April. The 2011/12 Nominating Committee is now accepting board nominations (see <http://www.bcla.bc.ca> for details) and all are welcome and encouraged to get involved. If you have ideas, enthusiasm, and the time to devote to a province-wide leadership position in BCLA, this is an ideal time to volunteer.

Stay Tuned...

I will sign off by promising to keep you informed as we forge ahead. It is my intention to send out a monthly missive summarizing recent activities and accomplishments and to focus on communication as the cornerstone of healthy organizational change. You will hear a lot from me over the coming months...and I hope to hear back now and then.

And of course, I hope to actually see you all at the BC Library Conference in Victoria this April 7-9. Check out the conference website at <http://www.bclibraryconference.ca> and make attending this event your first BCLA resolution of 2011!

Errin Morrison is BCLA's Executive Director.