

Executive Director's Report: 2010-2011

By *Errin Morrison*.

Starting as I did when we were already well into the 2010-2011 BCLA cycle, this will be more of a half-year than a full-year report.

Appreciation

Allow me to begin by extending a thank you to Alane Wilson for her years in the Executive Director's chair, and for her excellent work as Conference Manager for the 2011 BC Library Conference and Centennial celebration in Victoria. Alane's term was a challenging one...beginning just before a worldwide economic collapse sent shockwaves through the entire non-profit sector and concluding just as the dust began to settle on a significantly changed BCLA landscape.

State of the Association

For me, this past year has been about revealing the state of the Association and making adjustments and plans to move forward as a leaner, more efficient operation. Talk of potentially losing revenue we have for many years counted on from administering various PLSB programs became a reality with the announcement that the BC Libraries Cooperative would take over this role. While it is daunting to look at a decreased revenue stream for 2012, at least we know in plenty of time to make the necessary adjustments.

Your board reacted quickly and developed a budget scenario that will maintain essential staffing and office space; reduce expenses wherever possible; increase revenues through a membership drive, advertising opportunities, fundraising for awards and special projects, and additional continuing education offerings.

We also decided to continue holding the annual BC Library Conference, which was identified by BCLA members and non-members alike in our 2011 Member Survey as the top priority activity of the Association. Although it is our most financially risky undertaking each year, the conference is also our biggest potential source of revenue. We will have fewer budgeted staff hours to dedicate to the event in 2012, but we know that BCLA members will fill the void. I have already heard from several new and returning volunteers who assure me they will do what it takes to ensure we have a successful event in 2012.

So I look forward to seeing you all at the Sheraton Vancouver Airport Hotel in Richmond in 2012 and 2013.

Activities and priorities

Other activities and priorities that have occupied my time thus far in the Executive Director's seat include:



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- Establishing a monthly missive to the BCLA membership and generally working to improve communications with BCLA members, Sections, Committees and Interest Groups;
- Publishing The Library Book – Dave Obee's beautiful history of BC's libraries;
- Connecting with staff and students at Langara, UFV and SLAIS and communicating the importance of BCLA membership;
- Improving relations with the Public Library Services Branch (recently renamed Libraries & Literacy);
- Working to establish solid lines of communication with the BC Libraries Cooperative;
- Partnering with sister associations such as ABCPLD and BCLTA to communicate the interests and concerns of BC's public library community to the provincial government;
- Getting to know the various members of The Partnership and liaising with my counterparts in the other provincial library associations;
- Conducting an assessment of the existing BCLA website and making plans for a summer 2011 re-vamp; and
- Cleaning out the BCLA's historical archives and files, generously housed in the New Westminster Public Library.

A few items on my "high priority" list for the coming year include:

- Gaining a better understanding of the needs of the academic library sector in BC;

- Staying on top of provincially-driven developments in the public library sector implicit in the recent changes at PLSB/Libraries & Literacy;
- Working to further improve BCLA communications, including revising our website and putting social media to good use;
- Getting the beginnings of a BCLA mentorship program underway; and
- Working to increase BCLA membership.

I've said it before, and I'll say it again. The challenges this Association has faced over the past couple of years are not necessarily negative. We have been given an opportunity to refocus and to

refine our mission and vision moving forward. I have every confidence we will be successful and I look forward to making some good progress in the months ahead. BCLA has been here for 100 years, after all, and has no doubt faced tougher times than we find ourselves in now.

We have a committed President and Board, capable staff members, a strong membership, and many supporters and champions...all the ingredients for inevitable success!

Errin Morrison is the BCLA Executive Director.