

Executive Director's report

By Annette DeFaveri.

It is with much excitement and great anticipation that I begin my new role as the Executive Director of BCLA.

The library world fascinates me particularly because it is undergoing much change, is being challenged from many directions and is evolving at a break neck speed. These are remarkable times for BCLA as well. We are looking at ways to increase member involvement, develop advocacy skills, and achieve financial sustainability. There will be much work ahead for all of us who believe that libraries play a significant role in our communities. These are interesting times with many opportunities for libraries and for BCLA.

It is my hope to continue the exceptional work that is currently underway. For me this begins by learning about ongoing initiatives such as the BCLA website redesign, and developing avenues for future fund raising. I hope to help recruit new BCLA members while at the same time working to engage current members in the activities of the organization. This, it seems to me, begins with ensuring that all members, current and potential, see a role for themselves in BCLA and feel represented by BCLA.

I hope to help support the BCLA board and members in their role as library advocates. We all understand how we serve our communities, whether those communities are neighborhoods, student bodies or groups of like-minded individuals. But many in our communities are not aware that libraries need active public voices in order to build support at the municipal, provincial and even national level.

As advocates for libraries we have two significant roles. We need to effectively promote libraries to our stakeholders and we need to engage library supporters to advocate on our behalf. Part of this, I believe, is demonstrating the successes of the past while articulating the innovative, relevant and community-focused directions of the future. How we advocate for libraries in our communities and with our stakeholders is critical to our future.

Libraries have an important role in our society and that role is always evolving. It is a pleasure and a privilege for me to serve the BCLA membership and support the membership support libraries.

Annette DeFaveri is BCLA's Executive Director.