

Executive Director's Annual Report: 2011-2012

By Annette DeFaveri.

The Executive Director's Annual Report for 2011 would not be possible without first acknowledging the work that Errin Morrison, BCLA's 2011 Executive Director, oversaw and contributed to the Association. Errin was involved in the 2011 conference and AGM in Victoria. Having just finished some of this work for the 2012 conference I can attest that this is no small feat. Errin, working with 2011/2012 BCLA President Christopher Kevlahan, selected the 2012/2013 BC Libraries Conference venue and negotiated a contract that is within the BCLA Budget. Again, this was no small feat.

Errin's communication style and emphasis on transparency was much respected among the BCLA membership. She instituted the "ED Missive" as a way to disseminate information that may not otherwise be known among members. This is now an "ED tradition" and one that I will continue for my tenure with BCLA. Like Errin, I receive much positive feedback after this communication and am grateful for such a constructive communication tool. Errin also worked closely with Christopher Kevlahan to improve overall communication and to construct a communications plan for the organization.

In 2011 Errin began the ground work for a new website as well as groundwork for new approaches to association fund-raising. As the (almost) new ED I will continue the work that she began. Updating the website is a significant activity for the Association and one we hope to focus on over the summer of 2012. Our goal is a website that accurately reflects the Association as the progressive and representative organization that it is. Those of you who have been involved in your libraries' own website redesigns know that this is a huge undertaking.

Most significantly the first half of 2012 saw an extraordinary meeting of the BCLA Board to discuss and draft an Interim Strategic Plan. This was a first step toward articulating the current and ongoing values and direction of the Association. The work on the Interim Strategic Plan will continue with the new 2012/2013 Board. The emphasis is on having a plan that defines the Association and supports fundraising activities. It is important to note that the draft Interim Strategic plan was accomplished without cost to the

Association and relied on the recent member survey to ensure that member's voices were included.

Building relationships and partnerships within the community of library organizations is an essential part of the daily work of the Association. Working and finding common ground with organizations such as BCLTA, ABCPLD, the BC Libraries Cooperative, the Provincial Library Federations, The Partnership, PNLA, CLA, CPSLD, BCLTA and Libraries & Literacy is one way that BCLA helps support and advocate for libraries. Working together helps us all sustain and promote libraries by developing a comprehensive and viable voice that articulates a shared message and approach to advocacy and library sustainability.

2011 through 2012 are years of transition and adjustment. BCLA is adjusting to a new financial landscape. Just as libraries have had to adjust to budgeting constraints so too is BCLA adjusting to new budget limitations and decreased revenue. While at first this may seem like a reason for some apprehension it is actually an impetus to assess our current practices, build strong and manageable programs, develop communication plans, provide professional development opportunities and focus on developing a relevant, important and exciting conference. We have an opportunity to highlight what we do well such as advocacy work, and improve things that are important to us such as communication, training and education.

This time of transition also includes the hiring of the new ED and my own learning experience as I come to know and understand BCLA from the inside out, rather than from the outside in. Learning how best to support and guide the conference has been an amazing experience that I am excited about and look forward to next year. At the same time I have much more to learn about the everyday running of the association and the many aspects of the ED's work. At this point all I am sure of is my commitment to BCLA's Sections, Committees and Interest Groups and the work they do in areas such as intellectual freedom, access to information, information policy and other core areas and values that define BCLA.

Additionally, I am committed to the membership and to building a sustainable and financially sound association that reflects the values, goals and objectives of the association while working to meet the needs of the membership.

I look forward to the year ahead and to working with all of you to grow BCLA in to an even more robust, resilient and responsive association.

Annette DeFaveri is BCLA's Executive Director.