

All TLA & affiliate events and workshops should have a TLA membership table at them.

- Would this cost-who pays- is it feasible
- Low cost alternative -> Brochures can be sent to affiliates for distribution, email to post to affiliate list or site
- Committee is getting bigger could it be divided by region and committee members could attend meetings in their region -> sounds good would foster further ideas, collaboration
- And a pre-set display; story board, brochures, slideshow or laptop w/ benefits personal stories

TLA's professional members are impressive.

- TLA should focus on making non-professional members welcome and able to participate fully
- I agree
- TLA: Equal Opportunity
- Me too
- TLA costs should be reconsidered i.e. Dues schedule and conference registration for non MLS holders
- Extend opportunity to vote in election if dues paid by Feb 15th or 28th. Dec/Jan a long month for state employees. (May work)
- Increase diversity
- Perhaps a better wording- TLA members are impressive (remove the degree snobbery...) Ha

TLA is diversity – a group of talented people that extends our capabilities

- TLA members are important supporters of democracy
- TLA could have a clearinghouse linked to the website featuring the diverse talents for training programs, and collaboration

- Training is an integral part of TLA and diversity stretches the training in great new directions
- Training topics (conference sessions) were very diverse in nature-2009 conference

Hire a lobbyist!

- A growing need – has to happen, sooner better than later
- I endorse this idea- lawmakers listen to lobbyists
- Would want someone who knows our real issues, not just a paid lawyer who will lobby for anything
- We had a lobbyist- where did he go
- What about a law librarian
- News from Idaho Library Assn- 501.c.3 laws have changes on lobbying again.... This is a sticky area so far as tax liability. Would not want to jepordize TLA's 501c3 status

Could TLA help establish area wide groups or use the Regional Libraries for this? (Would increase participation I think)

- With the help of the state library and archives, T-S, and the affiliates - this could happen – a task force could be formed at this be a strategic goal for TLA
- Alternative methods of participation should be offered
- Perhaps Friends of Tennessee Libraries cold partner with such regional groups (at least one in each grand division)
- Change in benefits for institutional members could involve more people
- Each institution should encourage their staff to join
- It would indeed help to divide by region because of scheduling issues

- I like the idea of visiting other groups to “brain-visit” and get new ideas to use at other groups. Ex. I could visit FOTL and they could visit me. What could we do to help each other? A Lot

TLA is my lifeline...

- To others with the same passion and problems
- We are not alone...
- Encourage more to join us now
- Friends of Tennessee Libraries should have an active TLA liaison on its board. (I'll recommend it)
- Builds great relationships
- A worthwhile organization, a worthy one
- Agree! Sometimes a discussion board format would be more helpful in discussions rather than just the listen – more for announcements

TLA should find more ways to involve school libraries.

- What does TLA do that is of value to school librarians
- I spoke to all the school libraries in my rural county and they were not interested at all (Why?)
- TASL should share a cooperative conference with TLA, Like other state associations – together we can advocate for so much more
- Make TLA org. more accessible – PR - & more widely known to educators
- Can Friends of Tennessee Libraries organize Friends' groups for school libraries? (Is there any legal or political bar to such groups?)
- Start from top—State Dept of Ed
- TLA can bring in more authors to attract school librarians and also present at TSLA meeting
- Could acad. Libs help with this? More collaborative efforts between the 2 might result in more participation

Lifelong Learning= I Need to Know

- How do we communicate our good ideas to each other? (besides meetings)
- I need to stay competitive in market
- Current trends
- Collaboration is essential
- TLA need a Facebook Page – Absolutely!
- Share ideas
- I will initiate a TLA column for Friends of Tennessee's newsletter, Volunteer author
- Tech trends and “toys” (gadgets)

Board Meetings should be teleconferenced!

- That would be very convenient and would give us back that sat morning
- It would cost too much and we would lose the face-to-face contact
- One Board Meeting per year is all that is needed- we have all read the committee reports anyway
- Face to face meetings are much more productive. However, 2 per year could be teleconferenced- Aug and Dec. The conference and retreat meetings should be in person to promote connections and networking impossible virtually

TLA Board Reports should be more widely disseminated.

- To every library directors
- Maybe we would get more member interest if they knew what was going on
- We could have a blog and allow comments. We should recruit other librarians to get on the TLA list, even if they're not members
- Maybe reports could be sent to all on TL-L? My neck hurts

How can we increase collaboration between the affiliates and TLA?

- Lets hold regional workshops that are sponsored by the affiliates and TLA

- Invite affiliates to section/rd table meetings
- Make affiliates more promonate on web page – calendar, etc
- We need our Nashville members to restart a Nashville library group
- Use list serve and website more
- Highlight collaboration among affiliates on web page and newsletter of all the orgs

TLA should be more involved in advocacy not just with the Tennessee Legislature, but also with contacting members of Congress from Tennessee

- Yes but most public lib funding is local- so let's begin local- then state- then fed.begins @ home
- Do both- identify library supporters/ citizens who have local connections -> advocate locally; big wigs w/state/fed connections -> advocate w/state and congress
- Create professional relationships w/ metro gvmts. Get involved in local politics
- I would advocate starting even more local than state legislature- city councils, etc. also need to hear about the importance of their local libraries since they also make funding decisions
- Good idea: Build teams to work on local advocacy i.e. school, public, academic

Hooray for Advocacy

- Stick together
- We need to populate the committee on legislation
- Need to encourage library users to stay in contact w/ their legislators
- Need to train library workers and users on how to effectively talk to their legislators
- A goal for TLA: everyone in the state will know that libraries are fundamental to our society
- Hooray

TLA...

- Cultivates sense of belonging and collaboration for better service to our communities
- Creates a network for help w/ difficult professional decisions
- Provides opportunities for professional expansion to people who might not otherwise have access
- Offers unexpected opportunities to discuss connections with other librarians
- See also above
- We need to work harder to get more academic librarians to join our collaborative efforts

The idea of doing an environmental scan/survey for TLA is exciting! What will we see?

- Librarians getting older and better
- No! Lots of Tenn Librarians are young, with it, professionals and it is on them that we "seniors" have to depend- so bring 'em on
- We'd see that libraries of all types do fantastic things with limited funding
- We'd see how limited funding is (or isn't) and how with it (or not) the younger librarians are (you'd be surprised)
- Look at economic impact on job loss, positions unfilled, hours and programming reduction

People/members of TLA are friendly. Love 'em!

- TLA members have a common passion for good of libraries and librarians. Richness of knowledge enhances attitudes
- We love what we do and we want to share our enthusiasm
- Love that the board meetings are getting more casual. Several years ago, everyone was wearing ties...
- TLA members are friendly because Annelle is friendly

Appreciation of TLA

- Individually and as a group... we're amazing
- Hardworking group with a mutual goal: service
- How about TLA's appreciation of its members? What does TLA offer members

- We love/admire TLA and need to get the word out to others -> increasing awareness of benefits, perhaps expansion/ extension of benefits

Being involved is completely different than just being a member.

- Agreed. It also adds much more value to being a member. You get to meet and work with a much wider range of people than people who are less involved
- How do we get more people involved... how do we illustrate that being involved has the aforementioned value
- Co-chairs of committees
- Much more info. shared when you're involved – learning more
- See previous page
- You get more out of TLA the more you are involved – Yes
- You have to get involved to be part of it seriously. Great to work with great people

Help every citizen of Tennessee know what libraries do... can do for them... value...

- Lifelong learning should be a value that every Tennessean values and libraries should be their lifeline
- We need to start with young children so they grow up valuing libraries
- Citizens make better advocates
- Is "marketing" still the theme for this year? If so, maybe this will teach us how to spread word of our value
- Librarians can participate in career days
- Clear statement of library value- adopted by all – used widely-

I'm glad I'm a TLA member (partly because I think it's my duty to support TLA), but I don't know how to articulate the value of TLA membership to my non-member Colleagues.

- Perhaps each board member can try to recruit 2-5 new members. Everyone understands the values of networking with colleagues who do similar jobs... much less the educational opportunities available at conferences, etc.
- Affiliates can use TLA as a program for a meeting and ask a TLA officer to present

- And Vice Versa
- There are those that think it is the right thing to do and those that don't. Need to convince those that don't
- To be a member of TLA is rewarding, a sense of belonging and collaboration

People don't know what libraries and librarians do. TLA (and ALA) really needs to educate and do creative marketing/ public relations. Otherwise, who can blame people for thinking we don't need libraries because we've got Google?

- What about an adaptable toolkit for Libraries, kind of like the things they sell in ALA Graphics catalog, but more affordable or just for TN Libraries
- Do we need to tap into (or do for TN) one of those statewide studies that proves the monetary value of library service to the community. This has been done in several SE states and the results are startling
- I do really think that libraries are underappreciated in TN. A statewide education program would be so valuable to us as librarians
- We need to push community library program- they are a sure way to demonstrate the value of libraries
- Break social barriers/ classes to promote library use for all (rich – educated – poor – undereducated- not in that order)

During the economic recession, TLA should use its sizeable bank account to directly provide the needs of members, including: professional development, no-registration fee conferences, job placement services

- Let's do some marketing and PR for librarians and libraries
- But remember, do not sacrifice TLA's viability. Not too many years ago, TLA was almost broke
- How sizeable is the account. That is, what activity(ies) could we reasonably support? One year of no \$ conf. registration? Three prof. dev. series stateswide? Etc. How much of a reserve do we really need for the future? Would one "bad year at gen. conf." wipe us out
- Reduced registration fees a good idea...maybe just one year and tell people why you are doing it (economic times). Registration is very small cost compared to hotel, etc. Barriers to travel aren't getting any better
- The conference must make financially. We could offer a certain number grants

- (ALA is in the process of instituting grants for information resources to poorly funded county libraries (schools), something like that would be great PR

Why aren't the 4 public library Metro directors more active in TLA leadership and initiatives? What does TLA need to do to draw them in?

- Prove our value to them, esp. demonstrate political capital among TN General Assembly member from their districts
- Let's actively recruit those organizations and directors. Ask them what would make TLA beneficial and exciting for them and their library systems
- Agree w/ comment directly above? Has a TLA Pres or perhaps other TLA officer from the Metro system point blank asked the 4 directors why they aren't more active? Issued a direct invitation
- Direct contact might recruit them. They are so focused on difficult local issues (I imagine) is the problem. Don't recruit just for membership... but for leadership positions. Agree with statement "prove our values"
- Remember the each one recruit one campaign? It raised membership to all time highs...
- Wonder about how much value Memphis Public library Director puts on TLA when he has no formal lib. Training or a background in libraries at all – schedule extra time w/ him

TLA could learn from FOTL and use the Past Presidents as an advisory committee of sorts.... Committee would already be in place when a situation/crisis/ FIRE arises- What a great resource of ideas and history!

- Great idea- past presidents need to bond after office and share their ideas instead of going off into the sunset
- Institutional memory in TLA... hmm... currently the Exec. Director and the 3 year term of Presidents serves this role
- How long would you ask them to serve? Would they meet annually at conference? Perhaps we could hold a special luncheon just for past presidents
- How often do crisis/fires arise? I think much of the general TLA Membership doesn't really understand what the pres and exec committee do. I agree that more advisors, esp. ones w/past experience, could be a good thing. I'm struck by how many relatively few people make up the TLA leadership compared to how many people they serve

- Perhaps past presidents could have reserved tables at Friends and Trustee Luncheon. A lot of us go any way. I think this was done one year. Also, recruit into leadership positions or serve as leadership mentors group, available as needed

TLA, TASL, and CULS should hold joint conference.

- The nature of conference planning would force us to say this now and plan it for 5-6 years from now. This being said, GREAT IDEA

TLA and TASL need to collaborate and be partners to a greater extent than currently exists.

- What about a joint conference? Tried years ago, but talks fell apart
- TLA is definitely trying each year to offer conference programs to attract the school librarians and the staff development days are open to all. Is it the school year and timing of our workshops
- Can TLA recruit school librarians that TASL has not reached
- Would it help to have our conference in the summer
- Summer reading for publics
- This would not work for public librarians. Maybe TLA could have a preconference at TASL

To promote lifelong learning TLA should work with adult education, adult learning professionals and practitioners (professors, education programs, organizations).

- Yes, I agree. Communities are all interested in having an educated workforce (population)
- Doesn't adult Ed fall under Dept of Ed? A good potential partner there with some common goals. This is happening a lot on the local level I think
- Dept of Ed not actively its much bigger
- Good idea- the state library's current partnership with Dept of Labor to train our librarians to provide unemployment info. where needed is an example of project for TLA to initiate in other venues
- Think much broader about adult ed-it is not only adult basic ed, job training, etc. Adult Ed involves gerontologists, transformative learning, self-directed learning, collaborative learning, etc- libraries are considered "informal education agencies"

- All library school students should hear about TLA at student orientations
- UT does this

TLA promotes the value of libraries for all citizens of our state.

- Value is not self-evident, marketing/advertising is essential; many citizens see no value in a public good – how can we address this group and articulate value in terms they understand and value
- There is absolutely a need to promote the value of libraries. The message isn't getting out in all locations
- Maybe public service announcements on TV, radio, etc. about the value of libraries in general – “ The More You Know” – type campaign with libraries as the focal point
- Remember – the 2009-2010 statewide continuing education theme is “Marketing Your Library.” This is the year to promote this idea of our value in the community and for lifelong learning
- I'm excited to hear the enthusiast message of our FOTL representative. A key component of getting the word out is recruiting our users, older Friends groups, to advocate the value of libraries on behalf of all of us

TLA needs a Facebook presence to appeal to younger/more tech savvy members.

- I agree
- Easy enough to set up, who maintains? Perhaps give this task to a committee
- OK as long as facebook is used for social, not professional development/knowledge because many schools block facebook so it isn't accessible at work
- Good idea but maybe redundant. So many groups have these... TEL, Local Libraries, etc. Make it worthwhile and I would be totally on board. –but I don't know how to do that
- People using Facebook are very active. Discussion site could complement TLA events, such as conference and publications. Site could be PR committee created

TLA should have more regional workshops. Some topics could be instruction, web development, etc.

- Workshops can be held in conjunction with local affiliates and have coordinating website on CE part at TLA site (with powerpoints and/ or podcasting). Webinars and other alternative ways to participate would be great
- Learn from THESLA on this one
- Challenge local libraries of all types to present such a workshop – local/regional areas could choose a theme (one-time or one-year, for example) and work collaboratively to achieve the goal. TLA awards something for completion
- I like this idea
- Get affiliates involved. Ensure that affiliate Professional Development opportunities are listed on TLA website

A Facebook group would be a good way to reach out to TLA members, have discussions, and attract more members.

- Does TLA twitter, too
- TLA units could also have Facebook or Twitter presence, such as ESRT, Ref, RT, TSRT
- Would maintaining the TLA Facebook be a duty for public relations committee
- Who is TLA? How does a Facebook presence reach out? And twitter? – perhaps during meetings or conferences? Too many FBs or twitter accounts, becomes somewhat hard to maintain
- TLA could use ALA Connect to create communities
- Or both! All

We need lots of collaboration!

- Across all types of libraries and among different types of organizations (Library orgs, Friends, Schools, Publishers, etc.)
- It's hard to collaborate on a state level where there is so much diversity
- Smaller groups need incentive to collaborate, such as TLA dues reduction for dual memberships by amount of affiliate dues
- Agree
- Can TLA survive with reduction

- Need an incentive for school libraries to become members and participate in TLA. I've heard some of them say they already have their own association and don't need TLA too

Start meeting together locally – start socially then move to programming a natural progression

- Advocacy is hard in a one-librarian facility serving 700 – give me quick tips not just long programming
- Market to your users, make them happy, have them/users advocate to your local govt officials/funding sources, then move on to the same- region, state...
- Collaborate with others
- How can different constituents mutually reach out? What happens when a possible collaboration isn't interested
- TLA is for only publics and academics
- Really? Don't think this is true
- Academics think it is for school librarians
- Academics think it is for publics. Stronger marketing at UT/TBR Directors meetings and at ACRL would help. Ditto for PLA and TASL and SLA