Executive Director's Report
October 2019

In July I completed the 2018 IRS 990-ez forms and they have been sent to both the Audit and Executive Committees for review. The signing of the forms will be done at the Fall Board meeting, October 14th.

I have been working with webmaster, Stephen Haddad, to get the website updated. Sections updated include: Directory, Governance, Handbook general information, forms, Association calendar and any job descriptions or duties that needed updating, financial reports, meeting reports and Fall Retreat and 2020 Annual conference web links. Job listings have been added on an almost daily basis. The website should be up-to-date.

The Policies section is the section of the Handbook that needs updating at our fall board meeting. If there are any policies that need updating they should be brought before the meeting.

I have been attending the **Engage for Virtual Advocacy Webinar Series.** It has been very enlightening and it something MLA may want to put in place on the MLA website before the 2020 Legislative session.

I worked with the School Library Division co-chairs and helped plan a most successful Summer Teacher-Librarian Retreat. I have been working with the Public Library and Academic & Special Library Division chairs and co-chairs planning the Fall Retreat. Excellent programs were selected. Attendance is up a little from last year.

In August the Program Proposal form was revamped to include all MLA events. In this way a programs can be proposed at any time and hopefully once the new form is used there will be a cache of programs available for all the events MLA sponsors without MLA committee event chairs continually soliciting programs.

Each month I have been attending the Web chats with Montana State Librarian Jennie Stapp.

I have updated the Conference Statistics, Cates, Yearly Income-Expense comparison and Year-End spreadsheets. They were shared with the board on each report completion.

I am keeping a log of my MLA work to help with the transition of my position at year's end.

I feel that the transition of the MLA office to Arizona has worked well other than it takes a couple extra days to get reimbursement checks delivered. Hopefully the transition has not been too big a burden on the board.

Engage for Virtual Advocacy Webinar Series.

To better prepare you for the next legislative cycle, the ALA Chapter Relations Office and tech staff from Fiscal Note, have teamed up to bring you a virtual advocacy webinar series. This four-webinar series will guide you through the many ways that you can use the software to amplify your message and asks, whether for your state association's Library Legislative Day

or year-round advocacy goals. Tune in for each 60-minute webinar to learn more about engaging your advocates with Engage!

Mark your calendars now to save the dates!

Webinar 1: ALA & Engage - Webinar Series Introduction; Available Advocacy Features & Site Management

When: September 10, 2019, 1PM – 2PM CT

Objective: This 60-minute targeted session is designed to provide an understanding of Engage, specifically as it regards to available features and site management (Microsite OR plug-ins/iFrames).

By the end of the session, a trainee should know:

1. The three available options for publicly using Engage (microsite, iFrames & plug-ins)
2. How to create a Standard Page, Issue Page, and the difference
3. How to add/remove content to a page and publish
4. How to create a menu
5. How to create a plug-in and iFrame
6. Q & A

Webinar 2: Make your Advocate's Message Heard: Engagement Creation, Data Structuring (I.C.E.)

When: October 1, 2019 1PM – 2PM CT

Objective: This 60-minute targeted session is designed to provide an understanding of Engage, specifically as it regards to Content Creation.

By the end of the session, a trainee should know:

1. How to structure your data -- Issues, Campaigns & Engagements
2. How to create an Engagement (Using Write a Letter as the example, unless prompted otherwise)
3. How to add Bills to Engage you are tracking that you want to share with your community
4. How to create a List and examples of what they are used for: engagements, bills, if time -- stories
5. How to create a News stream
6. Q & A

Webinar 3 (10/22): Measure Your Impact - Activity Reporting & Metrics: Dashboard Navigation, Custom Reporting

When: October 22, 2019, 1PM – 2PM CT

Objective: This 60-minute targeted session is designed to provide an understanding of Engage, specifically as it regards to Reports and Tracking Metrics.

By the end of the session, a trainee should know:

1. How to navigate the Dashboard and what each graphic represents
2. How to track Communications
3. Where to find quick analytics for single engagements (detail drop down)
4. The difference between Advocate and Activity Reports
5. Where to find Quick Reports, how to download, and why they're useful
6. How to build a Report using available criteria
7. How to customize the data each Report pulls in & customize column order
8. How to use Boolean Logic for complex Report building
9. How to send a Report to their inbox
10. Q & A

Webinar 4: How to Target Specific Advocates for Action: Advocate & Communications Management, and Chapter Spotlight

When: November 11, 2019, 1PM – 2PM CT

Objective: This 60-minute targeted session is designed to provide an understanding of Engage, specifically as it regards to advocate records management, communications, and general best practices. We will also highlight the successful work one of your Chapter peers has done with Engage.

By the end of the session, a trainee should know:

1. How to search for an individual advocate record
2. How to add a new single advocate record
3. How to upload a list of pre-existing (or current) advocates
4. Best practices for advocate management (unique IDs & more)
5. How to create an Advocate Search, and the difference between Quick Searches and My Advocate Searches
6. How to create a new communication (both from saved advocate search and from scratch)
7. Best practices for Communications (email opt-in and more)
8. The difference between Simple and Newsletter formats, and pros and cons for each
9. How to compose a communication, including best practices for merge fields, images, line breaks, hyperlinks, and why Convert from Template to Plain Text is important
10. Q & A