



Global Headquarters
331 South Patrick Street
Alexandria, VA 22314 USA
1-703-647-4900
Fax: 1-703-647-4901
www.sla.org

TO: Board of Directors

FROM: Gayle Gossen and Christina de Castell

DATE: 04 May 2008

RE: First Five Task Force Interim Report

RECOMMENDATION: That the Board of Directors implement a process to keep the product developed by the First Five Task force available to members and current in it's content.

EXECUTIVE SUMMARY:

The First Five Task Force was developed by President Stephen Abram to survey and offer learning and networking opportunities for new information professionals. The co-chairs, Gayle Gossen and Christina de Castell, have organized the task force, recruited student and new information professional volunteers and completed the first survey to help prioritize and determine the best way to accomplish the task force mission. Work is underway to determine the best technology to deliver the content and keep the product interactive. Program needs, speakers and editorial content.

The Task Force is asking for board approval to move the finished product to the sla.org website and have Click U host the finished product.

IMPACT ON MEMBERS: The finished product of the First Five Task Force will be designed to increase educational and networking opportunities for students and new information professionals to increase the value proposition of joining SLA to this important body of potential members. In addition, information professionals that have been employed for more than 5 years should benefit from much of the content.

IMPACT ON ASSOCIATION STAFF: Association staff will be asked to help the task force (and they have been helpful already!) to set up WIKIs and blogs and host the site. Click U staff will be asked to incorporate this important content into the existing service and maintain it until a future decision is made to change the product.

FINANCIAL IMPACT: There will be little to no financial impact to add this service beyond staff-hours to keep the site maintained.

PROBLEM TO SOLVE: SLA would like to increase and then maintain membership in this important demographic. Current President Stephen Abram believes programming and networking, also the two main reasons all members cite for their membership, targeted to this demographic should assist SLA with this goal. However, this new service will require a home and maintenance to keep it current and relevant.

The First Five Task Force will spend numerous volunteer hours surveying the membership, developing the technology and creating the programs to provide this service but marketing the new service and ensuring it remains available and up to date is important. The First Five Task Force is looking to the Board of Directors for assistance in ensuring this initial product will remain important to the membership demographic for years to come.

SCENARIO HISTORY: There is no additional history beyond what is summarized in this report.

PROPOSED SOLUTIONS/BENEFITS:

Problem	Solution	Benefit	Negative Consequence
Increase membership in students and new information professionals	Provide targeted service for this demographic	Increase and retain members in this demographic	Must provide special services to this demographic taking volunteer and staff time and association technology and financial resources
Provide networking opportunity for students and new information professionals	Virtual networking and programming targeted to the demographic	Engage members in this demographic	Stress on volunteer and staff time and association technology and financial resources
Maintain solution designed to enhance membership and networking for students and new information professionals	Provide targeted programming and virtual networking for this demographic on the sla.org site and maintain the programming in ClickU	Engage and increase members in this demographic	ClickU staff time and effort to maintain this new service. If the content is old it will not benefit this demographic

BACKGROUND INFORMATION:

The First 5 Task force has completed its initial organization and organized into 3 groups, the Technology Team, the Programming Team and the Advisory Board. A survey of 1015 students and information professionals was completed (see Appendix A).

Please see the attached document for the survey results of the 1045 people, approximately half of which were members, who responded. The top 3 programming choices are project management, negotiation and networking to be delivered in an online format with audio. About half would like to participate in something collaborative.

Christina de Castell is chairing the Technology Team. In its current form, the vision is to create a resource that:

- * helps students understand what it's like to work in a special library
- * provides resources to assist new professionals in their first five years
- * creates community and encourages knowledge sharing
- * is easy to contribute to and easy to maintain
- * increases the value of SLA for new professionals and students

First Five Technology Team Members:

Lulu Chen, Massachusetts, Divisions: Business & Finance,
Pharmaceutical & Health Tech, Knowledge Management

Rachel Besara, Florida, Division: Education

Elizabeth Nelson, Illinois, Division: Knowledge Management

Phoebe Ayers, California, Division: Physics-Astronomy-Math

Anna Burke, Massachusetts, Division: Business & Finance, IT

Michelle Campbell, Washington, DC, Divisions: Solo Librarians,
Leadership & Management

Cheryl Beaver, Virginia, Division: Social Science

The Technology Team selected a wiki as its primary communication tool, to support group email. We're currently getting to know each other by adding our profiles to the wiki, and are collaboratively developing a vision.

Our timeline for the technology will be:

May	Develop project vision/scope document
June	Design phased approach and content delivery
June	Deliver VFS project pitch
July	Complete project wireframes/plan and design
July	Select technology
October	Implementation & testing
November	Content integration
December	Soft Launch (announce at Leadership Summit)

The technology team plans to use existing SLA-supported technology for the project, such as the wiki or blog, or other tools as appropriate. We need Board of Director assistance to help us determine how the content will be presented (ClickU recommended) and maintained moving forward. The goal will be to create a new resource or program, and ensure that it will remain current in the long term.

We plan to propose an initial project to Vancouver Film School students. If the project is accepted, one or more students would develop an information graphics piece or short Flash segment about a topic of interest to professionals in their first five years. In exchange for this work, we would like to offer to recognize the student and Vancouver Film School in the press release, and link to the product from the press release or SLA home page when the new resource launches.

Gayle Gossen is chairing the programming team whose mandate is to determine the topics, locate speakers and liaise with the technology team to deliver the content.

First Five Technology Programming Team Members:

Aimee Babcock-Ellis, Student

Patti Sanner, Student

Mike Parchinski, New Information Professional

Lauren Albert, Student

Eileen Boswell, New Information Professional

Kerri Logan, New Information Professional

Joy Banks, New Information Professional

The Programming Team selected group email as its primary communication tool.

Our timeline for the programming will be:

June	Finalize programming topics based on survey
August	Begin to recruit speakers and create programs
October	Edit, prepare and deliver content to the technology team
November	Content integration
December	Soft Launch (announce at Leadership Summit)

The programming team is waiting on the technology team to determine how the content will be delivered. Without this information any overtures to potential speakers will be lacking important information. Meanwhile, this team is keeping our eyes open for speakers and potentially starting general conversations.

Respectfully submitted,

Gayle Gossen and Christina de Castell
Co-chairs
First Five Task Force