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**TO:** Board of Directors  
**FROM:** Research & Development Committee  
**DATE:** 01 December 2008  
**RE:** 2007 Association Operations Research Project Final Report

**BACKGROUND INFORMATION:**

In December 2007 SLA awarded an association operations research grant to Michael Fanning for the project, *"Impulse for Growth!"* Laying the foundation for SLA membership acquisition and growth in Germany for 2008. The final report is attached for your information. The aim of the research was to build a solid and scalable foundation upon which the current SLA representation in Germany can develop and move forward, laying down the basis of a network around which both existing formal and informal networks can coalesce and grow.

The investigation and report shows that amongst librarians and certain sections of the information specialist community in Germany, the Special Libraries Association and the SLA brand is already known and respected. The question is asked whether a strategy of building bridges – they are already there - could not be enhanced to one of positioning the SLA in Germany as the central hub in a network of professional associations targeted at information professionals in all sectors, but primarily in the commercial sector.

The report concludes with three recommendations; firstly to build an SLA Chapter in Germany around a nucleus of members in the Frankfurt/Main area; secondly to maintain an SLA presence in three events in 2009; and thirdly it is recommended that for the long-term, the SLA look seriously at a systematic and planned adaptation of the SLA value proposition to the specific needs of information professional in Germany.

**FINANCIAL IMPACT STATEMENT:**

The grant was for \$10,000.

See Impulse for Growth Attachment