

**ALA-APA FINANCE & AUDIT SUBCOMMITTEE
Report to the ALA-APA Executive Board
2003 ALA Fall Meeting Chicago, IL
Saturday – October 11, 2003**

The following topics were discussed during this meeting:

- Update Marketing Plan
- Update Director Search
- Memorandum of Understanding

FY 2004 ALA-APA Marketing Plan

Mary Ghikas updated the subcommittee on the status of the ALA-APA marketing plan. It was noted that a marketing consultant has been engaged to help get the LPN type publication off the ground. The current LPN publication is expected to cease publication by the end of the calendar year. The first issue of the new publication will be January 2004. This version of LPN will be an all-electronic version. The name of the publication will also be changed. There are two working titles currently under consideration – HR News and Work Life. A new logo is also being developed and is under final review. Content for the first issue is currently being developed by staff and outside writers/contributors. Pricing strategies are still being reviewed. Additionally, the publication will continue to be offered as a benefit to organizational members.

FY 2004 ALA-APA Director Search

Keith Fiels updated the subcommittee on the status of the ALA-APA director search. The process was started in earnest after the Annual Conference. The process started with the setting of a unique skill set for the ideal candidate. It is expected that this position will be filled by someone with the type of special and specific skill sets that would best fit a startup, as well as, a strong general business sense, marketing and HR experience. The open application period has been closed for a few weeks. To date the Governance office has received approximately 40 responses. Over the next few weeks it is expected that 12 of the candidates will receive telephone interviews. From this initial set of interviews 3-4 candidates will interview here in Chicago in early November.

Memorandum of Understanding ALA-APABD #4.0

Greg Calloway discussed with the Subcommittee members a working draft of the guidelines that would outline and codify the relationship between the ALA and the ALA-APA. During the discussion it was stressed that there needed to be a clear delineation in responsibilities between the ALA and the ALA-APA ie what each entity is essentially allowed by IRS regulations for a 501 (c) 3 and 501 (c) 6. Financial oversight will rest with the ALA-APA Treasurer. ALA will prepare monthly financial reports on ALA-APA activities. ALA accounting staff has established and will

maintain a separate fund and sub-fund to track all revenues and expenses. Separate projects have also been set up to capture data related to administration, certification, consulting/statistical reporting and the electronic newsletter activities. ALA will also maintain a separate bank account for the ALA-APA. To date there is \$65,000 in the account. This amount corresponds to the initial budgetary ceiling spending level and was funded from a \$250,000 loan commitment. To date \$5,992 in revenue and \$6,627 in expenses have been generated. As the document was reviewed suggestions were made with respect to additional expense activities that should be included under direct and overhead charges. Finally, once the document has gone through some final editing it will be forwarded to legal council for review. The following action was taken:

ALA-APAFinance & Audit recommends to the ALA-APA Executive Board approval of the memorandum of understanding pending review by the ALA legal counsel.

Acknowledgement

On behalf of the ALA-APA Finance and Audit Subcommittee I want to thank ALA finance staff of Greg Calloway, Keith Brown, Russ Swedowski, and Elaine Klimek for all their help in preparing for and executing the meeting activities of the 2003 ALA Fall meeting.

Respectfully submitted,

Teri Switzer, Treasurer
Barbara Stripling
Kathleen Bethel
Jim Rettig
Patricia Smith – ALA-APA BARC Chair