



California Library Association

950 Glenn Drive, Suite 150 | Folsom, CA 95630 | Phone: 916.233.3298 | Fax: 916.932.2209 | www.cla-net.org

Association Communication Tools

The CLA Blog

The CLA Blog - www.cla-net.org/weblog - is the primary source for the latest information regarding the Association and the library community at large.

The CLA Blog is managed by Richard Berta, CLA Membership, Marketing & Communications Director. Postings to the Blog are categorized and ultimately archived by subject, with the most recent postings being displayed on the Blog homepage.

Submissions for the web log are encouraged from any CLA member. Preferred method of submission is electronically as MS Word attachments via email to Richard Berta at rberta@cla-net.org. Digital photos should be submitted in color and as separate attachments, but are not required for submission.

California Libraries E-Newsletter

The *California Libraries* name was attached to a long-running print newsletter which was moved online in January 2003 and ultimately discontinued in January 2005. At that time, news communications were delivered via the CLA Blog. However, over time, news submissions became sporadic and the CLA membership felt disconnected and uninformed. As such, in July 2009, *California Libraries* was revived as a monthly e-newsletter.

California Libraries is produced using MailChimp (www.mailchimp.com) and its managing editor is Richard Berta, CLA Membership, Marketing & Communications Director. Content for the e-newsletter is solicited monthly to CLA members and the library community at large. Regular articles include the President's Column, written by the CLA President, and News from the Capitol, produced by CLA's lobbyists, Michael Dillon and Christina DiCaro. The e-Newsletter also features several timely library-related news links.

California Libraries is designed to keep members connected, maximize readership, and drive traffic to the CLA Blog. As such, a lead for each article is placed within the newsletter, with links to full articles





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directing readers to the CLA Blog, where they are properly archived under “California Libraries e-Newsletter.”

Using MailChimp’s analytics, delivery, e-mail open rates, and click-thru rates are all measurable in real time, allowing staff to measure the success of each publication and article.

Social Media

In March of 2009, CLA created accounts on Facebook and Twitter. Both of these social media tools are used to better communicate with members and equally, allow them to connect with one another. Additionally, these sites provide another medium to inform members of news as well as drive traffic to the CLA website.

As of February 2010, CLA has over 500 fans on Facebook and 1,100 followers on Twitter. Communications on these sites are managed by the CLA Membership, Marketing & Communications Director.



Clarion Magazine



Twice per year, CLA produces a print magazine, *Clarion*, which is sent to the entire CLA membership in April and October. Each issue is theme-based, with past issues carrying a theme of “technology,” “literacy,” and “advocacy.”

To submit an article, please contact *Clarion*’s current editor, **Cindy Mediavilla**, at cmediavi@ucla.edu. For advertising information, please visit <http://www.cla-net.org/resources/adguidelines.php>.



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CAPWIZ Legislative Action Center

CLA posts legislative updates to the website using an advocacy resource called **CAPWIZ**, which in turn, sends broadcast email alerts to all CLA members. Additionally, links to the latest legislative updates are on the CLA website home page. Concurrently, updates are also posted on CLA's weblog and on the CALIX listserv. CAPWIZ is also a useful resource for active bills, elected official information, and CLA position papers. For more information, please visit: <http://ca.ala.capwiz.com/ala/ca/home/>

CLA Listservs

CALIX (California Library Information Exchange) a listserv for California library issues, is sponsored by the California Library Association in cooperation with UCLA Graduate School of Education and Information Sciences. This list focuses on issues of interest to library staff and library supporters in California and has been used by CLA to address organizational issues.

To subscribe to CALIX:

Visit <https://lists.gseis.ucla.edu/sympa/subscribe/calix> to sign up for CALIX. After subscribing, the system will send a message with a welcome and basic instructions on:

- HOW TO POST TO THE LIST
- HOW TO GET OFF THE LIST
- WHERE TO SEND EMAIL

Additionally, CLA has set up listservs for select Interest Groups. Members are encouraged to subscribe and actively participate in relevant discussion:

List of Interest Group Listserv Subscription Pages

- Academic Interest Group <http://lists.cla-net.org/listinfo.cgi/cla-academic-cla-net.org>
- Literacy Interest Group <http://lists.cla-net.org/listinfo.cgi/literacy-cla-net.org>
- Library Accessibility <http://lists.cla-net.org/listinfo.cgi/lib-disability-cla-net.org>
- Management Interest Group <http://lists.cla-net.org/listinfo.cgi/management-section-cla-net.org>
- Public Library Interest Group <http://lists.cla-net.org/listinfo.cgi/public-cla-net.org>
- Reference Interest Group <http://lists.cla-net.org/listinfo.cgi/reference-cla-net.org>
- Student Interest Group <http://lists.cla-net.org/listinfo.cgi/student-cla-net.org>
- Youth Services Interest Group <http://www.cla-net.org/aboutcla/cya.php>



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E-Mail

The general information e-mail address for CLA is info@cla-net.org.

Staff has individual e-mail addresses, listed below:

Holly Macriss
Executive Director
hollym@cla-net.org

Stephen Hamilton
Meetings & Conference Director
steveh@4arc.com

Richard Berta
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Natalie Cole
Program Director
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Dawn Wood
Staff Accountant
dawnw@cla-net.org

Kevin Kilkenny
Legislative Analyst
kevink@cla-net.org

Website

CLA can be found on the Internet at www.cla-net.org. The web site includes a searchable membership directory that requires active membership to login. Also, members may update their information via this portal, such as a change of address or other personal information. Basic web pages have been created for all Interest Groups.

Interest Group and Committee leaders are urged to submit updated information for these pages.

Please contact Richard Berta in the office with new information or to create new pages, as he is responsible for updating the CLA website.



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Resources found on the CLA Website

<http://www.cla-net.org/>

Every Page includes:

- Link to online membership application
- Link to the Blog
- FAQs
- Link to advertising information
- Link to CLA Job Mart
- Link to the Summer Reading Program
- CLA Privacy Policy
- Search engine for the site

Homepage

- A box on the page includes links to new and current issues and programs. Information in this box changes regularly.

About CLA

This section includes lists of CLA's leaders, Interest Groups, Committees, staff, and public policies. You will find the following forms and resources here:

- CLA Bylaws
- CLA Fiscal Manual
- CLA Standing Rules
- CLA's response to the CIPA decision
- How You Can Make A Difference – Volunteering/Donating/Advocacy
- Committee Volunteer Form
- Transition Information: Interest Groups & Association Resource Center



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Membership

This section includes information about CLA membership and benefits. A separate page discusses the CLA mentorship program. It includes lists of business and institutional members, and an on-line membership directory. The online directory is restricted—members need to use their member ID and password to access this section. The following forms and documents are linked on this page:

- Personal member application—both PDF and online
- Business member application (PDF)
- Institutional member application (PDF)
- ALA/CLA Joint Membership Application for Students

Advocacy & Legislation

This section includes information about legislative advocacy and CLA's legislative program. Legislative updates and position papers are posted here. This is where you will find information about Library Legislative Day and Day in the District. The page also includes links to:

- Identifying Assembly members and State Senators
- Legislative Alerts
- Locating and tracking bills
- PATRIOT Act information
- Bill summary—of the bills CLA has tracked during the legislative session

NOTE: Links to the latest legislative alerts are also available on CLA's homepage

Scholarships and Awards

This section includes information and application forms (where appropriate).

CLA's Scholarships include:

- **The CLA Scholarship For Minority Students In Memory Of Edna Yelland** supports
- ethnic minority students in the attainment of a graduate degree in library or information science. Candidates must be enrolled or accepted for enrollment in a master's program in an ALA accredited California library school to be eligible.
- **The CLA Reference Services Press Fellowship**, encourages college seniors, college graduates and beginning library school students to prepare for a career in reference/information service librarianship. Candidates must be a California resident attending or planning to attend an ALA-accredited library school masters program in any state or a resident of any state planning to attend or attending an accredited library school masters program in California.



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- **The Begun Scholarship** supports continuing library school students who have demonstrated a commitment to becoming children's or young adult librarians in a California public library.

CLA's Awards include:

- **The John and Patricia Beatty Award** honors the author of a distinguished book for children or young adults that best promotes an awareness of California and its people.
- **The California Young Reader Medal program** gives young readers the opportunity to honor their favorite books and authors, recommend them to others, and enjoy recreational reading. This program is jointly sponsored by California Association of Teachers of English, California Library Association, California Reading Association, and California School Library Association.
- **The PRexcellence Awards** honor libraries for their marketing and PR materials. The awards are given annually at the CLA annual conference. CLA membership is not required.
- **The Member of the Year Award** honors a member of CLA for his/her leadership and achievement. CLA membership is required.
- **The President's Award** recognizes a group or individual such as a trustee, friend, or layperson who has demonstrated significant leadership in support of California libraries. CLA membership is not required.
- **The Award for Excellence as a Public Librarian** recognizes and promotes excellence in public library service by an individual librarian in a California public library.
- **Zoia Horn Intellectual Freedom Award** honors Californian people, groups, and organizations that have made significant contributions to intellectual freedom in California.
- **Outstanding Librarian In Support of Literacy** honors a librarian who has gone above and beyond the call of duty to support literacy.





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Events

This section includes a yearly **calendar** of CLA activities, as well as information about the **CLA Annual Conference**. The CLA conference page contains the latest version of the Conference program, links to exhibitors, online registration, and important news updates.



Information about other CLA activities, including **Spring Fling** workshops, **Day in the District**, and **Legislative Day** can be found on the Events section as well.

Resources

This section includes the archive of *California Libraries Online* (Feb. 2003-Oct. 2004), career information, articles of interest to library staff, links to other library organizations, instructions regarding CALIX, the CLA Listserve, and Job Mart.

Office Hours

Monday–Friday; 8:00 am-5:00 pm

The office observes the following holidays:

- January 1 (New Year's Day)
- Presidents' Day
- Memorial Day
- July 4th (Independence Day)
- Labor Day
- Thanksgiving Day and the Friday following
- Christmas Day
- The office is closed the week between Christmas and New Years