Your Name: Shu-Hua Liu  
Email: shuhua2007@gmail.com  
Committee Name: Recruitment of Next Generation;
Committee Roster:  
Patty Wong (Co-Chair) patty.wong@yolocounty.org Yolo County Library  
Shuhua Liu (Co-Chair) shuhua2007@gmail.com Santa Clara County Library  
Dora Ho dorah2005@gmail.com Los Angeles Public Library  
Doris Tseng Doris.Tseng@sfpl.org San Francisco Public Library  
Sandy Wee wee@smcl.org San Mateo County Library  
Alice Kuo akuo2009@gmail.com Beverly Hill Public Library  
Raymond Pun raypun101@gmail.com California State University, Fresno  
Committee Charge:  
"Identify, cultivate, coach, and train CALA members and young generation of leaders to become  
Future leaders in the entire spectrum of the Library and Information Science field in the 21st Century".  
Tasks Completed (according to the 5 Goals Outlined in the CALA 2015 Strategic Plan if Applicable- Be Specific):  
Committee timeline and tasks completed:  
July 14, 2015: Since potential committee members had questions about the workload, Shu-Hua thought it was  
necessary to draft a plan to help people understand the workload and expedite the invitation work. A draft plan was  
finished on July 14.  
July 17, 2015: Invitation of five committee members was confirmed and our committee was officially formed.  
July 23, 2015: Two chairs, Patty and Shu-Hua had a phone discussion to discuss our committee charge and how to  
communicate with committee members effectively  
August 21, 2015: The first online group meeting was held with productive discussions and suggestions. An online  
collaborative venue was setup shortly to layout the work and to facilitate communication.  
September 8, 2015: Our committee work plan with timeline was finalized.  
October 22, 2015: The final work plan was submitted with changes responding to Lian Ruan, CALA president’s  
comments.  
Tasks completed:  
September: preparation  
Our committee work started right after the group meeting. According to our work plan, we had completed the  
following things.  
✓ Brainstorm the idea of various places where we initiate the contact  
✓ Draft talking points that can be used in communicating with other associations  
✓ Distribute contact assignments  
October-December: starting recruitment  
✓ Contact CALA membership committee to learn the benefits for students/new members who join CALA  
✓ Contact presidents of local chapters to get information about listserv of local library schools, However,  
there was only one chapter responded
Organize a statement of membership benefit then send to committee members
Each member starts individual recruitment work with the talking points and membership benefit information

Goals and Objectives Accomplished:

Based on our committee work plan, we had achieved the following goal.

Trade the targeted young generation of librarians through various mail lists or gathering opportunities at different associations, organizations or personal networking.

Goals and Objectives to Be Completed:

Based on CALA strategic plan, our committee work responds to the basic goal of “Membership Recruitment, Retention, and Engagement”. Recruitment work is in progress.

Budget Requirements or Reimbursement Requests (if any):

N/A

Questions/Comments/Suggestions for the Board (if any):

Questions:

Which are the 5 goals referred here?
Based on the final version of strategic plan dated on Oct 14, it is 6 areas with goals instead of 5. Please see the following statement that I copied and pasted below.

Strategic plan dated on 10/14/2015

Five-Year Goals and Objectives:

1. Membership Recruitment, Retention, and Engagement
Goal: Identify and develop creative and innovative programs and services to recruit, retain, and engage members locally, nationally, and internationally.

2. Leadership Training and Development
Goal: Develop and deliver effective leadership training and development programs through CALA’s Leadership Training Academy to sharpen members’ leadership skills in the 21st century.

3. Local Chapter Development
Goal: Enhance local chapter development through joint programming and funding, chapter leader training and support, and chapter member recognition.

4. Professional Development Opportunities through Training and Mentoring
Goal: Serve as a significant professional development platform to meet its members’ dynamic professional needs and nurture growth.

5. Professional Networking through Cutting-Edge Technologies
Goal: Inspire CALA members to learn from each other, network, and connect on a large scale with a global perspective through cutting-edge technologies.

6. CALA’s Impact on the Local, State, National, and International Levels
Goal: Collaborate with members, leaders and other partners/organizations to increase CALA’s impact on the local, state, national, and international levels.

Suggestion:

Consolidate the item 1 and 2 in this template:
In the parenthesis, (according to the 5 Goals Outlined in the CALA 2015 Strategic Plan if Applicable- Be Specific):

Since we have to check our tasks against the goals, then item 2 asked us to write again the Goals and Objectives Accomplished, it seems a duplicate work.

**Summary Paragraph:** In a few sentences, highlight your achievements, concerns, or suggestions that you mostly want addressed. This should be the main point of your committee report.

Our committee had generated a number of possible venues for recruitment. In the process, however, I found some work overlapped with the membership committee. The result of email recruitment is not as effective as I had originally thought. The work was especially hard to share information with public librarians since external committee work and/or collaboration of academia is not a priority in the organization for promotion or appraisal.

In addition, the professional interest next generation American Born Chinese is unclear. Thus recruiting them to join a specific ethnic caucus is hard to identify.

I suggest promoting CALA through various professional channels beyond the traditional mean that can include advertisement in professional journals, forming interest groups on CALA website, creating social web presence and developing a specific online chancel for young/new professional networking and so on.

Contemplating the next generation who is tied with technology and without deep sense of Chinese culture heritage, I would suggest CALA plan a different marketing strategy and strong selling points tailored to this group of potential members.

**Note:**

- please submit your report in PDF format and sent to CALA Executive Committee at exc@web-cala.org
- Save/name your files in the following way, and for long committee name, abbreviation can be used-
  - report_2015-2016_mid-year_committee-name.pdf
  - report_2015-2016_mid-year_committee-nameAttach1
  - report_2015-2016_mid-year_committee-nameAttach2