

## CHAPTER PERFORMANCE OBJECTIVES

### Responsibilities to Chapter Members

- Provide chapter members with a calendar of major chapter and Association events. This can be achieved by sending a regular newsletter, sending an email blast or publishing dates on a chapter website.
- Create educational programs in at least three of the five educational areas of knowledge as identified by the ALA Knowledge, Skills and Abilities (KSA) Survey. The areas are:
  - Communications and Organizational Management
  - Financial Management
  - Human Resources Management
  - Legal Industry/Business Management
  - Operations Management
- Create awareness among members and the legal community at large of [ALA's Mission Statement](#), [Strategic Direction](#) and [Code of Ethics](#), including the active pursuit and promotion of diversity, equity, inclusion and accessibility initiatives. Develop and maintain communication methods to announce and promote all levels of ALA activities and events. Such methods may include announcements at chapter meetings, newsletters, websites, event calendars and/or other communications provided to members on a regular basis. See [ALA's Downloadable Web and Print Ads](#) for ready-to-use ads.

### Responsibilities to Chapter Management

- Meet with your assigned Chapter Resource Team (CRT) Focus Chapter Liaison to review the Chapter Performance Objectives, the Presidents' Award of Excellence checklist and other ALA initiatives and matters, as needed. These meetings are encouraged as part of a chapter visit or other meeting, such as at the Chapter Leadership Institute or ALA's Annual Conference & Expo. However, they can be done by phone or videoconference.
- Adhere to and abide by the chapter's own bylaws. In addition, the chapter shall seek and obtain approval by ALA headquarters of proposed amendments to chapter bylaws prior to any vote on proposed amendments.
- Create a workable structure to maximize chapter efficiency by taking into consideration leadership succession, chapter strategic planning and the interests and expertise of members. Install officers annually (preferably in April) to facilitate effective leadership training opportunities offered by ALA.
- Ensure the chapter is incorporated. Obtain tax-exempt status and annually file tax returns where appropriate and as indicated by pertinent regulatory bodies. Maintain procedures for ensuring that annual filings and renewals are made with appropriate agencies. (International chapters should take comparable measures in accordance with local requirements.)
- Protect personal assets of members by taking appropriate safeguards, which may include securing and maintaining insurance coverage, fiduciary bonds and chapter incorporation.
- Ensure that the chapter's treasury is not commingled with employer or personal funds and that the chapter maintains appropriate internal controls to ensure financial security. Maintain procedures for annual audit or detailed review of books, accounts and records by chapter officers (other than by the chapter treasurer or other officer with primary financial responsibilities) and/or by outside, independent auditors.

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- Create and maintain awareness of antitrust/competition issues, such as those published in [ALA's Antitrust Guide](#).
- If the chapter produces its own survey, obtain approval by ALA headquarters prior to dissemination of any compensation/economic survey questionnaires.

### Responsibilities to Business Partners

- Develop and implement procedures and policies that facilitate business partner involvement in chapter-selected activities. Examples include:
  - Business partner appreciation events
  - Public acknowledgement for financial or in-kind support
  - Permitting business partners to attend an entire meeting they sponsor
  - Encouraging business partners to participate in special projects (e.g., community connections) or social events
  - Inviting business partners to serve on a business partner advisory panel
- Actively promote and educate members of [benefits delivered directly with ALA membership](#), specifically promoting two times a year the exclusive ALA member savings found within the [VIP Program](#).
- Support the engagement and growth of the Association membership by not scheduling any major or special educational programs to be held within 100 miles of any ALA conference during the period 30 days preceding and following the ALA conference.

### Responsibilities to the Association

- Ensure that all chapter members are also members of ALA at all times.
- Use the ALA logo pursuant to the [Brand Identity Guidelines](#) provided by ALA headquarters.
- Provide ALA headquarters with a [list of individuals who will assume chapter office](#) as soon after election as possible and before installation occurs. Provide ALA with current digital photo of the chapter president.
- The chapter president shall submit a [Chapter Profile Form](#) on an annual basis. Semiannually, chapters will review, reconcile and return chapter membership rosters to ALA headquarters. On an annual basis, the chapter president will submit a timely statement certifying compliance with this ALA Bylaw provision as well as adherence to these chapter performance objectives.
- On an annual basis, submit an updated [Chapter Business Partner Relations Program profile](#).
- Provide copies of board and chapter meeting minutes to chapter members.
- For those chapters that maintain a chapter website, ensure links to [alanet.org](#) and [alabp.org](#) are included on the homepage.