

SLA Alignment Project Overview

SLA Alignment: the proposed name change (2007-2009)

To support the ambitious Alignment Project spanning the years 2007 to 2009, the SLA Board of Directors, in conjunction with the Public Relations Advisory Council, recruited 122 “Alignment Ambassadors” to help share news with members on the progress and results of the research.

SLA Name Will Stay: Alignment of Association to Continue-December 2009.

Voting in record numbers, SLA members failed to approve a proposal to change the organization’s name to the “Association for Strategic Knowledge Professionals.” 50 percent of those members eligible to vote participated in the referendum, with 2071 voting yes and 3225 voting no.

“The active discussions, online and in local meetings, are a testament to the passion and commitment that knowledge and information professionals feel towards their association and their profession,” said Gloria Zamora, SLA 2009 President. “This level of engagement will help make SLA and its members more effective advocates for the information profession in the years ahead.”

The name change proposal stemmed from the findings of the Alignment Project, an intensive two-year research effort aimed at understanding the value of the information and knowledge professional in today’s marketplace and how to best communicate that value. “Our name will remain,” Zamora continued, “but we will go forward with developing opportunities for our members to use the Alignment findings to demonstrate their contributions to the organizations that employ them.”

“Information and knowledge professionals are critical assets to the organizations that employ them, yet their contributions and capabilities are too often underestimated,” said SLA CEO Janice R. Lachance. “The findings of the Alignment Project research will guide SLA in developing services and programs that will more successfully position these professionals in the marketplace and attract the recognition and compensation they deserve.”