Dear Council/Affiliate:

As you may have already heard, on January 26, the International Reading Association (IRA) officially became the International Literacy Association (ILA). The name change is a crucial step in our efforts to emphasize our role as the global professional membership association for literacy leaders and to position ourselves as champions in making literacy accessible to all.

We are thrilled about this evolution, and hope that you are too. In fact, we’re counting on you to help us get information out about the new work we’ll be doing—as well as help us reach our goal of ending illiteracy worldwide.

You may have some questions about the changes taking place at ILA, and what impact this has on the work you’re doing with your local organization. Here’s what we’d like you to know:

- First and foremost, you remain a vital part of this organization. Once we complete the legal steps to establish ILA and lay the groundwork to transform the “ILA Network” (Councils, Provincials, Affiliates, Locals, etc.), we will be moving quickly to bring all of you along too.

- Over the next several months, your ILA advisors will be working closely with you to help you realign your mission and focus with ours. They’ll also be providing you with the resources you need to spread the word about our cause.

- We’re creating a toolkit that will assist you in your transformation and will let you know as soon as it is available.

- Until this toolkit is available, please do not copy or use the new ILA logo on any of your materials.

- Please be patient with us. This kind of change takes time!

You are central to the success of this transformation—our eyes and ears on the ground. We will continue to provide you with the resources and tools you need to drive literacy in your classrooms and communities. In return, you bring us one step closer to our goal of a literate world, one person at a time.

Thank you for the work that you’re doing and continue to do.

Sincerely,

Marcie Craig Post
Executive Director