“The mission of the International Reading Association is to promote reading by continuously advancing the quality of literacy instruction and research worldwide.”

MEMBERSHIP PROMOTION VIDEO CONTEST

The Council Advisory Team is excited to announce that for the second year in a row we are accepting submissions for the IRA Membership Promotion Video Contest.

IRA is interested to see what our councils and affiliates have done to promote their organizations mission and IRA membership in their communities. We would like to see participation at any council/affiliate special events, meetings, or community programs where IRA membership is being promoted. The winner will receive a free IRA Conference registration and the opportunity to have their video showcased during the conference and on the IRA website.

Video Contest Details:
1) Length: 2-Minute Maximum.
2) Content: Council and IRA Membership Benefits, Affiliation with IRA, Connection to Community and Schools, Innovative Programs and Projects, etc.
3) Deadline for Entries: January 31, 2014 to councilfeed@reading.org.

If you have any questions regarding this contest, please contact councils@reading.org. Thank you and we look forward to receiving your video entry.

NORTH AMERICAN UPDATE

What an amazing year! So many wonderful changes have taken place at IRA Headquarters and the excitement continues to build as we move forward. As we look towards 2014, the Council Advisory team is gearing up for additional training sessions with our pilot councils as well as planning events for all other State/Provincial Councils that will be held after the beginning of the New Year.

We are also knee deep in preparations for the Annual Conference that will include sessions on the Council Transformation Program as well as our Exemplary Reading Program and Council Poster Sessions. Plans are also under way for the 2nd Annual Leadership Academy to be held July 10–13, 2014. We are hopeful that the New Year will continue to be as productive as 2013. Happy New Year!

NORTH AMERICAN COUNCIL TIP OF THE MONTH

One of the words that have become an important part of our Council’s vocabulary is governance. We hear this word at every training session, conference and the Leadership Academy but do we truly understand what it means and how it (continued on page 2)

Reminders

JANUARY 1ST
New Coordinator Selection Process Begins

JANUARY 24TH
Council Poster Session Entry Deadline

JANUARY 31ST
Council Membership Video Entry Submission Deadline and Exemplary Reading Program Site Visits Completed

COUNCIL LEADERSHIP ACADEMY
July 10-13, 2014
Join the International Reading Association for this intensive multi-day program, designed to provide Council Leaders with training in the areas of governance, finance, advocacy and strategic planning. The skills obtained at the Academy will equip Council Leaders and their organizations with the tools necessary to achieve optimal council success. The location will be announced in January.
**GOU and Affiliate Spotlight**

**GOU Update**

2013 was a big year for IRA’s Global Operations. In the past year, we helped provide leadership and coordination to regional conferences in Africa, Asia and Latin America. Successful conferences and regional committee meetings also took place in the other regions of the world. We are busy now planning the international sessions for IRA’s Annual Conference and look forward to seeing many of you in New Orleans. In addition to supporting our international affiliates in their work promoting literacy around the world, IRA is also involved in several exciting externally funded literacy projects. In 2013, IRA was involved in literacy projects in Zambia, Sri Lanka, Sierra Leone, Singapore, Mali, Indonesia, and Bangladesh. As we look toward 2014, we see much need for literacy work around the world. There are far too many children without access to schools or quality learning. We look forward to continuing the work of ending illiteracy and thank each of you for your tireless contributions toward literacy and your spirit of volunteerism.

**Affiliate Spotlight:**

**Thailand Reading Association looks back at 2013**

Time flies, 2013 has come to an end! The Thailand Reading Association (TRA) has been established for 26 years already! Last year, TRA nominated new committee members to assist current committee members who have been invaluable in helping the TRA. TRA also signed MOU’s with other literacy promotion associations that took part in the Bangkok World Reading Capital 2013 consortium, and joined activities with them all, throughout this year. Many activities stemmed from Bangkok but were geared towards remote areas throughout Thailand. Many well-known speakers from neighboring countries visited the TRA office at Sripatum University, and have given lectures on literacy promotion in Thailand as well as in their countries. TRA also cooperates with many well-known authors who have the same goal of literacy promotion, especially for children in remote areas. One of those is Captain Sqdn. Ldr. Dr. Sahaschai Mahaweera, an active IRA member, who gave hundreds of his books to those in need via TRA. After, the TRA received over 1,000 books written by those authors, and the books were then distributed upon the readers’ requests throughout many provinces in Thailand. The training activities like speaking and teaching languages for people in readiness for entering AEC are on-going and will continue into the future. Happy Holidays!

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**North American Council Tip of the Month**

(continued from page 1)

applies to us as Council Leaders? Governance is simply the boards’ legal responsibility to effectively run an organization on behalf of the greater community. In other words…it is how you run the Council. Governance is what the board does on a daily basis to make sure the organization runs properly and that the actions of the board are in the best interest of the organization. Governance is not an individual action. It is the collective action of all board members that creates a successful nonprofit organization.

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**JOIN IRA FOR ITS NEXT TWITTER CHAT!**

Our next chat is scheduled for January 9th at 8 PM. The hashtag for the chat is #IRAchat. This month’s topic is “Hacking Your Curriculum” (making the best with what you’ve got) if you follow @IRAToday on Twitter, or follow the hashtag, you’ll get more information.

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“The only way to “find out if it will work out” is to do it.”

~ Simon Sinek