American Libraries Advisory Committee Meeting Minutes  
Saturday, January 31, 2014  
1–2:30 pm  
Hyatt, Adler CC Room 24C  
Chicago (ALA 2015 Midwinter Meeting)  

Attending: Laurie Borman (Editor & Publisher/committee staff liaison), Sandra Hirsh (committee chair), Don Chatham (Associate Executive Director), Lee A. Cummings, Luren Dickinson, George Eberhart (Senior Editor), Megan Hodge, Christine Koryntnyk Dulaney, Jenny Maddox Abbott, Phil Morehart (Associate Editor), Gail Schlachter (during introduction only), Sanhita SinhaRoy (Managing Editor), Marc Truitt (via Skype), David Tyckoson.

1. Welcome/Introductions  
   • Gail Schlachter, as Council liaison, provided a summary from the ALA Executive Board.

2. American Libraries—Laurie Borman  
   • committee comments on Nov/Dec and Jan/Feb issues  
     o Marc began by saying that he especially enjoyed the Nov/Dec 2014 issue, which he said contained “higher-level content,” was “thoughtful and engaging,” and had good letters. Sandy agreed that the issue had a good balance, representing different library constituencies. Found the issue very readable. Jenny particularly enjoyed the Homeless and Prison features and said that she finds pieces about people, rather than programming, most compelling. Marc agreed that stories like these remind librarians “of who we are” and “our values.” Megan did not receive the Nov/Dec issue in the mail but commenting on Jan/Feb 2015, saying that she wished there had been more articles about academic libraries. David said he was, by contrast, glad AL doesn’t have to do with academic libraries since he gets that information elsewhere. He said he would like to see more news stories. All committee members agreed that a frequency of six print issues was sufficient.  
     o Regarding hot topics, Megan said she would like to see coverage/analysis of Charlie Hebdo. Lee said he wanted to see more about the topic of open education and proposed that this could be something Meredith Farkas addresses in a future column.

   • comments on iPad and Android apps  
     o Lee said he liked that it was easy to navigate and that the covers were easy to scroll through.

3. American Libraries Online—Laurie Borman/Sanhita SinhaRoy  
   • progress on responsive site launch and presentation of development site  
     o Laurie passed around an iPad version of the new site.  
     o Committee members provided feedback and said they were looking forward to seeing the new site launch, which is expected to occur in February.
The committee was informed that the search for a senior editor of digital media was underway.

4. *American Libraries Live*—Laurie Borman
   - data on AL Live episodes
     - One committee member asked how many people view the archived episodes of AL Live. Laurie mentioned that ALA Editions/TechSource would have that information and that we could provide the numbers in the future.

5. *American Libraries Direct*—Laurie Borman/George Eberhart
   - data on AL Direct biweekly format
     - Christine, Megan, and Sandy said they enjoyed the shorter format and redesign of AL Direct and also liked the move from once a week to twice a week. David said he preferred the longer version.
     - Committee members asked how the change was received by members, and Laurie reported that a handful of members had complained but that she had reached out to every one of them to explain the metrics that went into the decision. The current statistics Laurie shared show that readership is up and so are ad sales as a result of the changes.

6. *FY15 Finance Report*—Laurie Borman
   - The financial documents were unavailable at the time but are now posted to ALA Connect for viewing.

7. *ALA Council Liaison*—Gail Schlachter
   - Gail Schlachter presented her report at the beginning of the meeting.

8. *Hot Topics We’re Seeing in Libraries (Discussion)*
   - This was discussed while talking about the Nov/Dec and Jan/Feb issues (see above).

9. Miscellaneous

10. Adjournment