

American Libraries Advisory Committee Meeting Agenda
Saturday, June 27, 2014
1-2:30 pm
Marriott Marquis, Pacific Suite C
San Francisco (ALA 2015 Annual Meeting)

Attending: Laurie Borman (Editor & Publisher/committee staff liaison), Sandra Hirsh (committee chair), Luren Dickinson, Christine Korytnyk Dulaney, Jenny Maddox Abbott, Dave Tyckosen, Lee Cummings (on phone), Gina Persichini, Don Chatham, Sanhita SinhaRoy, Phil Morehart, Amy Carlton.

1. Welcome/Introductions

- Sandy Hirsh introduced herself and the agenda. Each committee member introduced themselves.
- Luren moved to approve the minutes from Midwinter and the March and May committee meetings.

2. Gina Persichini/Executive Board

- Preregistration 19,351 (16,089 Las Vegas)
- Membership 55,419 in 2015 (56,497 in 2014). Decrease in student membership discussed; 26% drop in library school enrollment since 2010.
- ALA budget revenues up, expenses down
- FY 2016 budget aligned with strategic directions; includes 2% compensation increase for staff
- Libraries Transform campaign to be announced June 30, with social media, website, and collateral.
- ALA staff news: new CFO Mark Leon; new director of outreach; LITA ED decision made, announcement forthcoming.
- Public Information Office name changing to Public Awareness Office

3. Introduction of new *American Libraries* staff members

- New associate editor Terra Dankowski, starting 7/13
- New art director Becky Lomax, starting 7/20
- Editorial and advertising assistant Patrick Burke, started May4.

4. *American Libraries*—Sanhita SinhaRoy, managing editor

- Summer intern Alison Marcotte
- Digital supplements update:
 - Produced the following in the past year: E-Learning, State of America's Libraries, E-Content, American Dream, AASL, IFLA
 - Low ad sales, low traffic on some
 - Propose keeping State of America's Libraries and IFLA
 - Discontinue e-Learning, as these can be found online and more current information
 - E-content will become part of June issue in 2016
 - AASL and American Dream will not be produced as a digital supplement

- IFLA has additional content to reach the digital audience we want
 - Creating new guidelines for when/how to do digital supplements
 - Does running an excerpt of an ALA Editions book help sell more books? We don't know, and the data cannot support it because there isn't any way to link readership with sales.
 - Discussion of whether State of America's Libraries supplement belongs under *AL* or *ALA*.
 - Feedback on June 2015 issue
 - Conference coverage seems late, but often doesn't come in until right before we go to print
 - Dining guide had too many expensive options, not enough of a range
 - "Active Shooter" article well received
 - Bookend series a nice way to end the magazine
 - Length has been shorter because of staff turnover
5. American Libraries.org—Amy Carlton, senior editor
 - New Wordpress site launched in February
 - Redesign optimized for mobile users
 - Social media statistics (attached)
 6. *American Libraries Live*—Laurie Borman
 - Topics have been chosen for the next 6 months
 7. *American Libraries Direct*—Laurie Borman
 - The long, weekly version has been replaced with a shorter, biweekly version
 - The open rate and click-through rate have improved since the redesign, and revenue has increased
 8. FY15 Finance Report—Laurie Borman
 - Revenues are up and expenses are down, partly because of staff turnover
 9. Hot Topics We're Seeing in Libraries (Discussion)
 - 26% decline in library school enrollment. We should look at grad school enrollment trends nationally to see if this is unique to our field or not. 2010 was a high-water mark for grad school enrollment.
 - More library schools are opening.
 - Online education: 50% of schools now have the option of earning degrees 100% online.
 - Generational shift in the workforce
 - Telecommuting: What are "core hours" for libraries?