

***American Libraries* Advisory Committee**

Midwinter 2016 Report, February 17, 2016

Charge

To review and recommend editorial policies for *American Libraries* and to provide oversight for the implementation of those policies. To communicate with, and operate within, the frameworks established by the ALA Publishing Committee. To serve as a channel for member communication regarding the scope and coverage of *American Libraries*.

Roster

Luren E. Dickinson (Chair, July 1, 2015, to June 30, 2016)

Helen Ruth Adams (Member, July 1, 2015, to June 30, 2017)

Ernie J. Cox (Member, July 1, 2015, to June 30, 2017)

Ms. Christine Korytnyk Dulaney (Member, July 1, 2014, to June 30, 2016)

Joseph M. Eagan (Member, July 1, 2015, to June 30, 2017)

Ms. Tina Franks (Member, July 1, 2015, to June 30, 2017)

Megan Hodge (Member, July 1, 2014, to June 30, 2016)

Mr. Mike L. Marlin (Executive Board Liaison, July 1, 2015, to June 30, 2017)

Mr. Tom Bober (Intern, July 1, 2015, to June 30, 2017)

Mr. Lee A. Cummings (Intern, July 1, 2014, to June 30, 2016)

Laurie Borman (Staff Liaison, December 5, 2011, to June 30, 2016)

Patrick Burke (Staff Liaison, October 23, 2015, to October 23, 2017)

***American Libraries* Advisory Committee Conference Call**

Minutes—September 25, 2015, 11 a.m., Central Time

Attendees:

Luren Dickinson, Chair

Members: Helen Ruth Adams, Tom Bober, Lee Cummings, Christine Dulaney, Joseph Eagan, and Mike Marlin, Executive Board Liaison.

Staff: Laurie Borman and Patrick Burke.

Not Present:

Ernie Cox, Tina Franks, and Megan Hodge

Luren Dickinson reviewed the committee charge, and introduced himself, as did other members of the committee, interns, and staff. New AL staffers included Rebecca Lomax, art director, who comes from the American Hospital Association, where she was senior art director for their monthly magazine *Health Facilities Management*, and Terra Dankowski, who has been a freelancer and copy editor/proofreader for American Libraries for some time. AL is now fully staffed.

Feedback was given on the September/October issue. Laurie gave background and history on digital supplements. Some have been produced on a one-time basis or discontinued if no longer worthwhile. Recent episodes of “AL Live” were also discussed.

The financial situation is good. Revenue is better than budget predicted. Excess revenue goes right into the ALA general fund, helping to keep dues down. It was noted that this type of information, along with meeting minutes, can often be found on ALA Connect.

Story Ideas included something on designing libraries for people and their uses of the library, and the trends in that area, rather than constructing buildings around collections. Another trend to follow might be flattening e-book sales and the effect on libraries. The topic of privacy was another suggestion.

***American Libraries* Advisory Committee Conference Call Minutes—December 3, 2015, 11 a.m., Central Time**

Attendees:

Luren Dickinson, Chair

Members: Helen Ruth Adams, Tom Bober, Lee Cummings, Christine Dulaney, and Joseph Eagan.

Staff: Laurie Borman and Patrick Burke.

Not Present:

Ernie Cox, Tina Franks, Megan Hodge, and Mike Marlin, Executive Board Liaison.

Following introductions, Laurie gave a full history and overview of the various “products,” including *American Libraries*, the AL digital supplements, americanlibrariesmagazine.org, AL Direct, American Libraries Live, and JobLIST.

The November/December issue was reviewed. There was a lengthy discussion of the timing of award nominations and how they might be publicized better to increase applications. Other suggestions included articles on digital library tools, virtual privacy, transgender bathrooms in libraries, and famous people and their connection to libraries. Potential story ideas included “Librarian’s Laboratory” (as a twist on “Librarians Library”), active shooter preparedness, and lessons in censorship.

***American Libraries Advisory Committee Meeting, ALA Midwinter Boston
Minutes—January 9, 2016, 1 p.m.***

Attendees:

Luren Dickinson, Chair

Helen Ruth Adams, Christine Korytnyk Dulaney, Joseph M. Eagan, Sandra Hirsh, Megan Hodge, Lee Cummings, Scott Walter, Don Chatham, Laurie Borman, Amy Carlton, Terra Dankowski, Phil Morehart, Sanhita SinhaRoy, and Mike Marlin, Executive Board Liaison.

Not Present:

Ernie J. Cox, Tina Franks, Tom Bober, and George M. Eberhart.

Mike Marlin relays comments from Executive Board. ALA membership is up, finances are stable, attendance for this year's Midwinter is on par with Midwinter in Chicago. The "Libraries Transform" awareness campaign will push for why libraries matter, add publicity for stakeholders, and "social media will be huge component."

Sandy Hirsh, Chair, and other members of the Publishing Committee were in attendance to discuss the Internet conversation precipitated by the publication of an article on digital humanities written by Stewart Varner and Patricia Hswe.

The "elected leadership and management of the American Library Association" through Keith Fiels had requested that the committees "make specific recommendations" to prevent "misunderstandings in the future."

Mike said the Executive Committee was not concerned with who is right/wrong, but would like to look at policy, language, and procedure. There was considerable discussion on the topic from a variety of viewpoints.

The issues were to be discussed further by the Executive Committee the following day, though that did not happen. Instead, it was decided to arrange a joint conference call with the Publishing Committee within a few weeks to further review the matter (see notes below).

It was reported that numbers for AmericanLibraries.org were up even before the digital humanities article appeared. The goal is to assign more online-only features. Sponsored blog posts occur about once per month. The intent is to do a better job of promoting AL's social presence.

In terms of AL Direct, the "open rate" increased significantly following the switch to a mobile-friendly, shortened format and that growth has been sustained.

Finances are better than budget on expenses. A summary will be posted on ALA Connect.

***American Libraries* Advisory & ALA Publishing Committees, Joint Conference Call
Minutes—February 2, 2016, 11:30 a.m., Central Time**

Attendees:

Sandy Hirsh, Chair of Publishing Committee

Luren Dickinson, Chair of *American Libraries* Advisory Committee

Members: Helen Adams, Tom Bober, Audra Caplan, Hong Cheng, Ernie Cox, Lee Cummings, Christine Delaney, Chris Diaz, Anders Dolgren (past chair), Joseph Eagan, Tina Franks, Pat Hawthorne, Megan Hodge, Scott Walter.

Staff: Laurie Borman, Patrick Burke, Don Chatham

A set of talking points related to the digital humanities article had been sent out to committee members. Key Points were the focus around author and editor rights, the timeline for feedback, and vendor relationships.

It was agreed that Laurie Borman would provide FAQ and statements, with drafts to be circulated and finalized before being sent on to the Executive Board. That process is nearing completion as of the date of this report (February 17).