

Corporate/Champion Members count was down by 10 members. Small and very small library membership is down. The combined count of Medium, Large, and Very Large is stable.

Membership Campaigns

ALA Membership and NMRT initiated a membership campaign resulting in an increase of approximately 300 members. ALA is partnering with both AASL and ALA Publishing to offer a

committee's work, swap stories, and share resources pertinent to serving this community. Sunday, February 11, 2018. 10:30 - 11:30 a.m. Colorado Convention Center, Room 106

CLC 2018 & the Spectrum Scholars Joint Fundraising and Social Event. Saturday, February 10, 2018. 6:00 - 7:30 p.m. Hyatt Regency, Denver Convention Center, Monarch Presidential Suite. Cost: Free and all are welcome!

Office for Government Relations (OGR)

Senator Reed Leads Introduction of Museum and Library Services Act (MLSA)

Senator Jack Reed (D-RI) led the bipartisan [introduction](#) of the Museum and Library Services Act (MLSA, [S.2271](#)) in late December that would reauthorize the Institute of Museum and Library Services (IMLS) through 2023. Cosponsoring the legislation with Sen. Reed were Senators Susan Collins (R-ME), Kirsten Gillibrand (D-NY), Thad Cochran (R-MS) and Lisa Murkowski (R-AK). ALA President Jim Neal was quoted in the [press release](#) issued by the Senators upon introduction of the bill. The MLSA is similar to the 2010 reauthorization that expired in 2016 but makes needed improvements to provide greater tribal access to grants and allowances for disaster preparation and response. Since the bill was introduced, four new cosponsors have been added to the list: Jon Tester (D-MT), Sheldon Whitehouse (D-RI), Roger Wicker (R-MS), Chris Coons (D-DE), and Tina Smith (D-MN). ALA will be active in supporting S. 2271 in 2018.

Senators Introduce Bill to Close Gap in Tribal Broadband Access, Quote ALA President

Senators Martin Heinrich (D-NM) and Dean Heller (R-NV) introduced bipartisan legislation to

Librarians and Educators Encouraged to Report Challenges

In December and January, OIF Assistant Director Kristin Pekoll worked with state intellectual freedom committee chairs to solicit and encourage librarians and educators to report challenges to the Office for Intellectual Freedom. Each chair or chapter leader was asked to distribute an email to the state chapter members or use other listservs and social media to ask for reports. Responses have been received from over 30 states which will be included in OIF's challenge database and reflected in the Top Ten Most Challenged Books list released during National Library Week in April.

Public Awareness Office (PAO)

This is a snapshot of Public Awareness Office activities for December 1, 2017-January 21, 2018.

Media Relations

More than 2,000 articles mentioned ALA during this reporting period. Most coverage (81 percent) was positive and focused on ALA initiatives. Approximately 17 percent of coverage was neutral and consisted of brief ALA mentions, including event calendar notices, or mentions within author references. Less than two percent of coverage positioned ALA negatively and was
situation regarding censorship, book banning, and internet filtering. Total circulation rate was more than 1 billion. *(Circulation rate is calculated using the number of articles/mentions multiplied by the monthly unique visitors for each media outlet's website.)*

Libraries Lead

ALA President Jim Neal participated in interviews regarding the value of library service and expertise of librarians and library workers, including a response to a blog post highlighted by [USA Today](#) that ranked the profession of librarianship within the top five. Although [USA Today](#) did not publish a Letter to the Editor from Neal, the article itself fueled interest from other publications. [Inside HigherEd](#) and [5 Up-and Coming Part-Time Jobs](#). Neal also was featured by [AARP](#). The article was posted to the [AARP](#) website, which receives more than 22 million visits per month, and the print version which will reach approximately 23 million.

Book Banning and Censorship

in Katy, Texas. OIF Director James LaRue was quoted in [NewsWeek](#), [The New York Times](#), and [AOL News](#).

Notable Coverage

PAO assisted ALA President-Elect Loida Garcia-Febo in developing a [bilingual press release](#) announcing her tour of hurricane-damaged libraries in Puerto Rico. Garcia-Febo produced several Facebook Live posts as well as participated in interviews with *American Libraries*, *Library Journal* and a host of local media.

National Library Week Honorary Chair Misty Copeland

Bestselling author and ,1 432.91-4(y)-4(Jo)13(urnal)]TJ8(anurnal)]TJ8(anurnal)31

Web and Social Media Update (December 1, 2017-January 21, 2018)

Librariestransform.org website and social media statistics

Pageviews: 15,483; Unique pageviews: 11,303; Average time on page: 1:23;

Downloads: 1,158

#LibrariesTransform used on Twitter a total of 1,882

Libraries Transform posts on Twitter and Facebook (ALA and I Love Libraries accounts):
338,566 Impressions; 4,768 Engagements; 468 Clicks

Ilovelibraries.org website and social media statistics

Pageviews: 41,952; Unique pageviews: 36,715; Average time on site: 2:21

Facebook: Impressions: 1,011,744; Engagements: 20,215; Clicks: 11,579; Total fans:
105,375

Twitter: Impressions: 174,624; Engagements: 1,652; Clicks: 184; Followers: 45,256

ALA Social Media statistics

Facebook: Impressions: 1,851,886; Engagements: 18,727; Clicks: 10,765; Followers:
187,494

Twitter: Impressions: 2,282,471; Engagements: 26,794; Clicks: 5,715; Followers:
170,640

Instagram: Followers: 29,925; Likes: 8477; Comments: 92

LinkedIn: Impressions: 63,045; Engagements: 450; Clicks: 197; Followers: 19,615

Sample Posts

[December 11 Facebook post:](#) Libraries Transform through lifelong learning, discovery, and digital literacy – new video and audio PSAs available from one of the stars of [Jumanji!](#)
<http://bit.ly/psa-jumanji> See Jumanji in theaters this Christmas!

[December 12 Twitter post:](#) Modern libraries rely on the internet to collect, create and disseminate online information and services to the public. We can't afford to be relegated to "slow lanes" on the internet. Tell Congress libraries need [#netneutrality](#) -
<http://ala.org/takeaction>

[January 17 Twitter post:](#) Libraries give children and young adults opportunities to explore, collaborate, invent and create with their hands and minds.
<http://www.ilovelibraries.org/librariestransform/libraries-are-brain-builders>
[#LibrariesTransform](#)

Public Programs Office (PPO)

Applications Now Accepted for Truth, Racial Healing & Transformation Great Stories Club Pilot

The Truth, Racial Healing & Transformation Great Stories Club (TRHT GSC), supported by the

Applications are due February 16. -standing [GSC program model](#), the TRHT GSC will feature books that explore the coming-of-age experience for young people in historically marginalized groups. [Truth, Racial Healing & Transformation](#) efforts, a comprehensive, national and community-based process to plan for and bring about transformational and sustainable change, and to address the historic and contemporary effects of racism. Libraries participating in the pilot phase must host at least three book discussion programs and at least one interactive racial healing session, led by a racial work and racial healing approach. Programming will take place between May and October 2018. [Apply online for the TRHT GSC pilot program.](#) The Kellogg Foundation awarded ALA PPO \$1.1 million for the initiative. In total, the 30-month project will engage 5,000 underserved young adults in transformative, humanities-based reading and discussion programs at 125 libraries. The project

ALA DIVISIONS

American Association of School Librarians (AASL)

Keeling and Moreillon Seek 2019-2020 AASL Presidency

AASL members Mary Keeling and Judi Moreillon will seek the 2019-2020 AASL presidential term during the 2018 ALA election. Keeling is the supervisor of library services for Newport News Public Schools in Newport News, Virginia.

Association of College and Research Libraries (ACRL)

2018 Scholarly Communication RoadShow Hosts Announced

The ACRL Research and Scholarly Environment Committee has selected five sites to host the in 2018. Recognizing that scholarly communication issues are central to the work of all academic librarians and all types of institutions, ACRL is underwriting the bulk of the costs of delivering this proven content by sending expert presenters on the road. The institutions selected to host the 2018 road shows are Bowdoin College (Brunswick, ME); New York University, Abu Dhabi (Abu Dhabi, United Arab Emirates); University of Illinois at Urbana-Champaign (Urbana, IL); University of North Carolina, Greensboro (Greensboro, NC); and West Virginia University (Morgantown, WV). More details are available on [ACRL Insider](#).

2018 Academic Library Impact Research Grants

ACRL is pleased to announce the launch of the new [Academic Library Impact Research Grants](#). The ACRL Board of Directors has allocated \$20,000 in fiscal year 2018 to offer research grants of up to \$3,000 each. These grants will enable librarians to carry out new research, particularly

Essential Areas to Research (prepared for ACRL by OCLC Research and available for download or purchase). Applications for the new grants are due by April 1, 2018. ACRL expects to announce future rounds of research grants in 2019. Complete details of the Academic Library Impact Research Grants, including how to apply, are available on the [ACRL website](#).

Guidelines for Media Resources in Academic Libraries Draft Revision Feedback

Media Resources in Academic Libraries. Review the [draft revision](#) (PDF) on the ACRL website and send feedback to Guidelines for Media Resources in Academic Libraries Task Force Chair, Gisele Genevieve Tanasse, at gtanasse@library.berkeley.edu by Friday, March 2, 2018. The task force is additionally hosting a [session](#) at the 2018 ALA Midwinter Meeting for in-person feedback, discussion, and commentary on the draft. The session will be held on Saturday, February 10, from 10:30 a.m. to noon in the Sheraton Denver Downtown Governor's Square 11 room.

Financial Management in Academic Libraries: Data-Driven Planning and Budgeting

ACRL published *Financial Management in Academic Libraries: Data-Driven Planning and Budgeting* by Robert E. Dugan and Peter Herson in January 2018. The book explores the connection between financial management and accountability, effectiveness, efficiency, and sustainability, and demonstrates how to capture them in a realistic, data-supported budget. In its first eight chapters, with tables, figures, data application, and exercises throughout, *Financial Management in Academic Libraries* covers the various stages and topics involved in managing budgets: planning; the types of budgets used in academic institutions; the overall budgeting process, as well as a specific process in program budgeting; managing a budget during the fiscal year and its aftermath; and providing reports on the budget. The ninth chapter introduces

general concepts to help address budget reduction strategies, potential fraud, and financial best practices.

provided. The ALCTSfest will be held at the Omni Hotel on Saturday, January 21 from 6:00 8:00pm.

Preservation Week Booth at ALA Midwinter

Preservation Week will be exhibiting at the Midwinter Meeting in booth #2026. Come find tools for sharing preservation ideas with your library and community. The Preservation Week website at www.ala.org/preservationweek has resources for those in need of preservation tips and

collection of these materials (estimated to be worth \$10,000 each) to be used in a way that

ALSC National Institute

The [ALSC National Institute](#) will be held September 27 – 29, 2018 in Cincinnati, Ohio and will feature quality educational programming and inspirational speakers. Event registration is now open and includes a number of award-winning authors and illustrators who will be present at the Institute, such as Grace Lin, Margarita Engle, Raúl Colón, Mike Curato, Brian Selznick, and David Serlin. Special receptions, held at the National Underground Railroad Freedom Center and the Public Library of Cincinnati and Hamilton County, are highlight events.

2018 Annual Conference Activities

Bohyun Kim ([@bohyunkim](#)), Associate Professor in Scholarly Technology, University of Rhode Island

Lisa Janicke Hinchliffe ([@lisalibrarian](#)), Professor/Coordinator for Information Literacy Services and Instruction, University of Illinois

[New Issue of Information Technology and Libraries \(ITAL\)](#)

The latest issue of [ITAL](#) open access journal includes:

[Mobile Website Use and Advanced Researchers](#) - Findings showed that mobile devices are not the primary mode of searching for articles and books or for reading scholarly sources.

[Metadata Provenance and Vulnerability](#) - Digital metadata is vulnerable to being lost and corrupted by everyday use of the digital files in which it is stored.

[Usability Research for Increased Internal Buy-in](#) - Including library employees, in usability research for increased internal buy-in for usability-related changes in a later website redesign.

[New LITA Guides](#)

LITA members get a 20% discount using the code RLLITA20.

[The LITA Guide to No- or Low-Cost Technology Tools for Libraries](#) by Breanne A. Kirsch.

Provides a practical guide on how to find and use technology tools for a variety of purposes in libraries and, more broadly, in education. Each topic showcases two technology tools in detail and discusses additional tools and provides examples of how librarians or educators are using them in libraries and schools.

[Big Data Shocks: An Introduction to Big Data for Librarians and Information Professionals](#) by Andrew Weiss.

customized Twitter bot that will send tweets out into the world! Python is a great gateway programming language suited to library work, like text analysis and metadata cleanup.

[This is Jeopardy! Or, How Do People Actually Get On That Show?](#)

This past November, [American Libraries published a delightful article](#) on librarians who have appeared on the iconic game show *Jeopardy!* It turns out one of our active LITA members also [Epilogue.](#))

Public Library Association (PLA)

Sally Yates Announced as Opening Session Speaker at PLA 2018 Conference

Former U.S. Deputy Attorney General Sally Q. Yates will join the lineup of speakers at the [PLA 2018 Conference](#), taking place March 20-24 in Philadelphia. She will headline the conference's Opening Session, taking place on Wednesday, March 21. Sally Yates served as Deputy Attorney General in the U.S. Department of Justice (DOJ) under President Barack Obama from January 2015 through January 2017, and then briefly as Acting Attorney General. Actor/comedian Hasan Minhaj, best known as a correspondent on "The Daily Show," and Elizabeth Gilbert, author of the 2006 inspirational memoir "Eat Pray Love," will also speak at the conference. [Learn more.](#)

DigitalLearn.org Year in Review

Twenty-seventeen (2017) was a busy year for [DigitalLearn.org](#) consumers increase their [digital literacy](#) skills. DigitalLearn.org offers a collection of tutorials on a wide range of subjects through video-based learning modules with narration at a fourth-grade reading level, the majority of which are available in both English and Spanish. The number of English language courses completed on the main DigitalLearn.org site increased by 17 percent from 2016, and visitor sessions were up by 19 percent. The five most popular courses in 2017

(1186). [Continue reading.](#)

PLA & NNLM Award Stipends for Public Library Workers to Attend March Workshop

Forty-five public library workers have been selected to receive a stipend to attend "[Stand Up for Health: Health and Wellness Services for Your Community](#)," a preconference w6()-4(H# BDC q0.Tm0 Gr/F33B

Sarah Jessica Parker Book Club Tote Bag Benefits United for Libraries

The Sarah Jessica Parker Book Club released a limited-edition tote bag to help support libraries through Out of Print. The tote bag sold out in less than a week. A portion of the proceeds was donated to United for Libraries.

United for Libraries to Hold Strategic Planning Sessions

Beginning at the ALA Midwinter Meeting, United for Libraries will begin the process to develop a strategic plan. United for Libraries will be working with Face to Face Communications & Training (www.face2face.training.com), based in Illinois, to develop this strategic plan. Face to Face has worked with the American Library Association in the past, and staff is well-versed in working with libraries and Boards of Trustees to facilitate strategic plans. Two strategic planning sessions will be held at the ALA Midwinter Meeting in Denver, and all United for Libraries personal and group members are invited to attend.

United for Libraries Strategic Planning Session 1, Saturday, February 10, 3:30-6:30 p.m.
Colorado Convention Center, 702/704/706

United for Libraries Strategic Planning Session 2, Sunday, February 11, 8:30-10:30 a.m.
Hyatt Regency Denver, Mineral Hall D/E

Open to all United for Libraries personal and group members.

Applications Being Accepted for the 2017 Baker & Taylor Awards

Two Friends groups and/or library Foundations will be recognized with Baker & Taylor Awards for their outstanding efforts to support their library during the year 2017. Given annually since 2000, the Baker & Taylor Awards have recognized more than 42 groups around the country. Winning groups receive \$1,000. Applications must be emailed, faxed, or postmarked by May 1, 2018. The awards will be given based on a specific project that took place or culminated during the 2017 calendar year. Applicants must be Friends or Foundation group members of United for Libraries through June 2018.

Young Adult Library Services Association (YALSA)

Travel Stipends to YALSA Events

Apply by June 1 for

Teen Book Awards

In December YALSA announced the finalists for its Morris and Nonfiction Awards, as well as the final selections for the Quick Picks for Reluctant YA Readers and Amazing Audiobooks for YAs lists. February 12, and the final selections for Best Fiction for YAs and Great Graphic Novels for Teens will be posted online the week of February 19. Follow @yalsa on Twitter or visit www.ala.org/yalsa/booklists to find out more.

Free Teen Services Webinar Series

YALSA will host 10 free live monthly webinars beginning in March 2018. Each one will focus on

American Libraries

Staff Changes

Editor and Publisher Laurie Borman announced that she would retire on February 5, and Managing Editor Sanhita SinhaRoy assumed the role of Interim Editor and Publisher of *American Libraries* on January 29.

January/February issue

American Libraries

including an article about [Little Free Libraries](#), an interview with music legend [Dolly Parton](#), a feature on [pioneering African-American librarians](#), and a look at [meditation rooms at libraries](#). Other notable stories included an update on _____ following Hurricane Maria and a Midwinter Meeting [preview](#) and [dining guide](#).

American Libraries Online

December 2017 web traffic was up 30% over December 2016 (64,000 vs. 49,000 sessions),

significant traffic back to older articles. Also contributing were several new features and Scoop posts throughout the month. The online-only [Ten Reasons Libraries Are Still Better Than the Internet](#) e it was posted in early December and continues to do well on social media. Other top stories:

1. [The Question of Little Free Libraries](#)
2. [Blazing Trails](#)
3. [A Space Apart](#)

American Libraries social media presence now has 67,800 Twitter followers (an increase of 10,200 from the same point in time last year) and nearly 14,000 Facebook followers (an increase of 700).

AL Direct

Between December 8 and January 16, the open rate for AL Direct was 29% 30%. The top three AL Direct links were:

[2017 holiday gift guide for librarians](#) (1,964)

Kraus, and G. Willow Wilson from Marvel, as well as segments that highlight aspects of the new *AASL Standards*.

Booklist Publications

Year-Long Subscriptions for School Libraries in Need

In November, *Booklist* and the American Association of School Librarians launched a program, sponsored by Scholastic, to give 500 school libraries in need year-long subscriptions to *Booklist*, *Book Links*, and *Booklist Online*. To enter, school librarians were asked to submit short essays explaining the collection development constraints they face and why a *Booklist* subscription would help them serve their students. Winners will be announced shortly

support librarians through the 2018-19 school year. To read more about this exciting promotion, and to enter, visit <https://www.booklistonline.com/free-school-subscriptions>.

ALA-APA

April 10, 2018 Is National Library Workers Day (NLWD) and Equal Pay Day

Once every few years the dates for National Library Workers Day (NLWD) and Equal Pay Day coincide with one another. This is one of those years. Both will be held on April 10, 2018 and individuals, groups, and libraries are encouraged

women earn less, on average, than men, they must work longer into the next year for the same amount of pay men earned in the previous year. Tuesday (April 10, this year) was selected to represent how far into the work year women must work to earn what men earned the previous year. Although all women lag behind men, data shows that among full-time workers, African American, Latina and Native American women had lower median weekly earnings than White women and Asian women. Why should libraries celebrate this day? As a female dominated profession (over 85%), pay equity is an issue that affects all library workers regardless of gender