

American Library Association

ALA Midwinter Meeting

Report of President, Courtney Young

Presidential Focus

My first *American Libraries* column, "Advancing our Mission", outlined my initial vision for the coming year. This includes moving forward existing initiatives with a focus on advocacy and outreach, viewing diversity through a different lens, and harnessing the potential of social media. This is also a strategic planning year. The year will go by quickly and there will no doubt emerge an unanticipated issue requiring attention.

I worked with Kevin Reynolds to select 22 state chapters to participate in the inaugural Career Development Facilitators (CDF) program. As noted in the press release, the program will provide "comprehensive training designed to address several facets of career planning and the job search. This specific CDF training for ALA Chapters will be tailored with special emphasis on the role of the librarian in helping patrons and job seekers. By offering this innovative training to those in state chapters, participants will be able to assist their peers as well as the numerous patrons at their local libraries." Each chapter has selected a representative to participate. Dr. Caitlin Williams will conduct the face-to-face training on January 29-30 at ALA Headquarters, and will continue in a virtual classroom format for fourteen weeks.

I am working with staff in the Office for Diversity on a plan to: create a top level link for

line of "Diversity starts @ your library". Progress is being made in this area thanks to the hard work of Gwendolyn Prellwitz and a portal page will launch soon.

My presidential budget was designed to support opportunities that foster collaboration, cooperation, and partnerships across units. I have supported a joint proposal from Jenny Levine (ITTS) and Christina Coleman (Membership) to create a Media Resources Archive (MRA). "As ALA works to better coordinate its social media and electronic communication efforts to maximize advocacy, engagement, and impact, we need to shift our focus from text-heavy messages to more visually appealing media. To continue this transformation to a more story-based and visual approach, we must begin building capacity to capture and utilize various types of media." The anticipated outcomes for creating the MRC include equipment to capture content and stories; a concentrated and coordinated effort to humanize ALA, make staff efforts more visible, and make the inner

workings of the organization more transparent to promote member engagement and greater involvement; capacity to monitor external channels for content; a shared online repository of media and material to increase the visual impact of our efforts; consistently high quality materials that communicate messages visually; capacity to turn raw materials into visually engaging content; and a sustainable process that gives staff the resources needed to respond to stories, opportunities, and conversations in social media channels as they happen. The MRA will support improving the ALA member experience, and will have a positive impact on both new and continuing members. As President, I am very interested in demonstrating the value of ALA membership with regards to diversity, career development, and engagement and outreach. The MRA will allow the association to better communicate that value in these areas.

Sustained ALA Leadership Focus

Barbara Stripling, Sari Feldman, and I have begun to have conversations about current initiatives and future possibilities so that we have a sustained leadership effort that carries through from one president to the next seamlessly. I continue to appreciate this collaborative approach to association leadership.

Strategic Planning

I have worked closely with Keith Michael Fiels and Mary Ghikas on the now in-progress strategic planning process. An initial message regarding the proposed planning process was sent to ALA members, ALA Council, and posted to Connect on July 29, 2014.

Materials have been developed for planning forums at state chapter events. The first planning discussion took place at the 2014 ALA Conference in San Francisco, CA on August 1, 2014. The second planning discussion took place at the 2015 ALA Conference in San Francisco, CA on August 1, 2015. The third planning discussion took place at the 2016 ALA Conference in San Francisco, CA on August 1, 2016. The fourth planning discussion took place at the 2017 ALA Conference in San Francisco, CA on August 1, 2017. The fifth planning discussion took place at the 2018 ALA Conference in San Francisco, CA on August 1, 2018. The sixth planning discussion took place at the 2019 ALA Conference in San Francisco, CA on August 1, 2019. The seventh planning discussion took place at the 2020 ALA Conference in San Francisco, CA on August 1, 2020. The eighth planning discussion took place at the 2021 ALA Conference in San Francisco, CA on August 1, 2021. The ninth planning discussion took place at the 2022 ALA Conference in San Francisco, CA on August 1, 2022. The tenth planning discussion took place at the 2023 ALA Conference in San Francisco, CA on August 1, 2023. The eleventh planning discussion took place at the 2024 ALA Conference in San Francisco, CA on August 1, 2024. The twelfth planning discussion took place at the 2025 ALA Conference in San Francisco, CA on August 1, 2025. The thirteenth planning discussion took place at the 2026 ALA Conference in San Francisco, CA on August 1, 2026. The fourteenth planning discussion took place at the 2027 ALA Conference in San Francisco, CA on August 1, 2027. The fifteenth planning discussion took place at the 2028 ALA Conference in San Francisco, CA on August 1, 2028. The sixteenth planning discussion took place at the 2029 ALA Conference in San Francisco, CA on August 1, 2029. The seventeenth planning discussion took place at the 2030 ALA Conference in San Francisco, CA on August 1, 2030.

IFLA U.S. Caucus meeting, and CA Chapter Councilor Patty Wong at the ALA Advocacy Table at the Hawaii Library Association conference.

Media Interviews

I was interviewed during the ALA Annual Conference in Las Vegas, NV by Publisher's Weekly.

I was interviewed on July 8, 2014 by Reuters for an article on homeless and libraries. I also spoke with a reporter the same day from the Chronicle of Higher Education on the joint set of net neutrality principles supported by ALA and other college, university, and library organizations.

I was interviewed on July 9, 2014 by an affiliate of CBS News.

I was interviewed on July 9, 2014 by Comcast Newsmakers. The segment, titled "Modern Libraries", ran nationally on Headline News from 7/21-7/27. Comcast ran the piece again from 9/15-9/21. It also ran on the Xfinity-on-demand platform from 7/16-8/30. It is also available online: [ewas inerviewed on July 9](#)

On November 3, 2014 I spoke with a reporter from EdWeek about net neutrality. The piece was posted online,
http://blogs.edweek.org/edweek/marketplacek12/2014/11/'net_neutrality'_stirs_passions_of_some_ed_group

November 5-6, 2014 I attended the opening of the "Magna Carta: Muse and Mentor" exhibit at the Library of Congress in Washington, DC.

November 9-13, 2014 I attend and keynoted the inaugural Sharjah International Book Fair American Library Association Library Conference in Sharjah, United Arab Emirates.

November 14, 2014 I keynoted the Academic Library Association of Ohio conference in Sandusky, OH.

On December 2, 2014 I presented the I Love My Librarian Award! at the New York Times in New York, NY.

December 1-3, 2014, along with other ALA leaders I met with various publishers in New York, NY.

December 4-7, 2014 I attended and keynoted the Hawaii Library Association conference in Honolulu, HI.

From December 7-9, 2014 I represented ALA at the Coalition of Networked Information fall meeting in Washington, DC.

Upcoming Travel and Speaking Engagements

From February 26-March 2, 2015 I will attend and present the closing session at the Alaska Library Association conference.

On March 17, 2015 I will make a presentation at Marquette University in Milwaukee, WI.

March 19-20, 2015, at the invitation of the dean of university libraries,

On April 27, 2015 I will speak at the Annual MLIS Summit at St. Catherine University in St. Paul, MN.

From April 29-May 1, 2015 I will attend the Oklahoma Library Association Annual Conference in Midwest City, OK.

From May 3-5, 2015 I will represent ALA at National Library Legislative Day in Washington, DC.

May 16-19, 2015 I will present at the Acquisitions Institute in Timeberline Lodge, OR.

June 10, 2015 I will attend the Diversity Conference for NJ Libraries in Eatontown, NJ.