

Choice Editorial Board Meeting

MINUTES OF THE CHOICE EDITORIAL BOARD MEETING

ALA Annual conference, 2016

Sunday, June 26, 2016, 8:30 a.m. – 10:00 a.m.

Hilton Orlando.

Meeting called to order at 8:35 a.m.

Present were: Mark Cummings, Amanda Folk, Bill Mickey, Lutishoor Salisbury, Peggy Seiden (Chair), Clay Williams. Cyndi Blyberg and Diane Klare both incoming members of the committee joined the meeting by invitation of the current members.

Mark introduced Bill Mickey as Choice new Editorial Director.

The minutes of February 1 meeting were approved.

Publisher's Report

Choice has a 52 year history as a journal. Now, the aim is to transform the Choice operations to become a publishing arm of the ACRL. Choice is separately organized and it is operationally self-sufficient. It is currently surviving off its reserve.

This past year Choice hired five new people, replacing staff resignations and retirements, with skills in media and technology. The office has 22 people with a \$1.5 million salary budget. Savings in salary were realized this year because of staff turnover.

There seems to be a decline in Choice Reviews Online income but this observation may be due to a miscalculation; Mark is investigating. The advertising revenue is largely stable, but digital revenues are unexpectedly down. A consultant has been retained to look at ways to improve revenue from digital advertising, particularly at ACRL. Choice hopes to do more advertising on the tablet app this coming year.

Rebranding efforts: The design firm retained to rebrand Choice has completed its work. Their work is reflected especially in www.choice360.org, the new unit website, now envisaged as a single point of entry for all the products and services.

The Choice-ACRL webinar program has another successful year, garnering \$150,500 in gross revenue. There are now sixty-eight webinars archived on the Choice Media Channel on YouTube.

Forty-six Choice bibliographic essays, comprising the output of the past four years, are now available as open-access documents on the LibGuides platform. Also included are eight sets of recommended readings for careers.

Choice Reviews – www.choicereviews.org

Database includes 195,000 records from 1988 to present. All reviews are published online, some as early as three months prior to their appearance in the print magazine. Subscribers may link from reviews to their Gobi accounts. The number of reviews published this past year is down 10-15% due primarily to staffing shortage last winter.

Charleston Advisor/Choice Reviews Partnership

Choice and the Charleston Company are collaborating to produce a new review database for websites and academic databases. Provisionally named *CC Advisor*, this product is an opportunity for Choice and The Charleston Company to reach a broader audience. The Charleston Company will continue to do the editorial work for the reviews; Choice will create the database and website, and the two parties will split revenues and expenses evenly. It is hoped that the product will be launched at ACRL 2017 in Baltimore with between 250-400 database reviews. Product Ops is doing the development work for this project. Mark visited with CRL staff in Chicago to discuss the continued offering of the new service to their subscribers.

OER Review Service

There was not much progress made on this project. Mark will be turning his full attention to this project. He had a very fruitful discussion with Creative Commons about potential business models to generate revenue. This project will most likely have to be funded through grant support.

Meeting adjourned at 10:05 a.m.