

**American Library Association
MidWinter Meeting
President Report – Sari Feldman
October 26, 2015 – January 5, 2016**

Libraries Transform

The official launch of the Libraries Transform campaign took place in Washington, D.C. on Thursday, October 29th. Throughout the day the ALA team made stops at the Smithsonian Library, Thomson Elementary School Library, George Washington University Gelman Library, and Martin Luther King Jr. Memorial Library to see firsthand how libraries are transforming to insure individual opportunity and community progress.

Simultaneously banners and posters were hung around at least 18 public, school, academic, and special libraries across the country to spread the word about the transforming library. In D.C., street teams were interacting directly with the public by handing out flyers and asking people to participate in fun quizzes about the transformed library and were rewarded with Starbucks gift cards. Seven hundred (700) consumers were engaged in this guerilla-style street campaign.

Since the launch, more than 110,000 people have interacted with and/or have seen the branding. By mid-November, use of #librariestransform on Instagram had increased more than 200%, and there were more than 1,700 “likes” of “Because statement” banners and posters. The increases were also substantial on Twitter.

In addition, as of mid-November there had been over 23,200 views of the Libraries Transform website, and nearly 55,000 page views.

We will be approaching 1 million #librariestransform impressions between posters, signage and social media interactions as you read this.

I continue to discuss the campaign at every opportunity, including during my travel and with media.

California Library Association

I traveled to Pasadena for the California Library Association Conference on November 4th and 5th. During my visit I attended the California Public Library Advocates Annual Dinner. This group consists of the libraries’ Friends and Trustees. During the dinner I presented the Libraries Transform campaign and received excellent support and positive feedback for the message. During the conference, I had the pleasure of presenting on the future of libraries with Susan Hildreth and the audience gave a “thumbs-up” review to our conversation.

Sharjah Book Fair

From California, I flew to Sharjah for the annual Book Fair. It was truly a travel experience unlike any other. The Emirati were extremely gracious and generous. I presented the Fair’s

keynote address on November 11th and spoke about transforming libraries in the United States. I was proud to have been a part of the second SIBF/ALA Library Conference and know that through joint leadership, this important program will continue for years to come. I hope that ALA will continue to build continuing education content and support translation efforts of materials for Library staff.

Maine Library Association

On November 17th I offered the keynote address at the Maine Library Association Conference in Bangor. I also held a kitchen table conversation to discuss the Libraries Transform campaign. I continue to enjoy the opportunity to meet with and talk to libraries and library staff across the county – and beyond – to learn about how libraries are transforming in big and small ways to benefit their communities. Maine State Library will adopt the Libraries Transform materials for a marketing campaign.

Library of Congress – Gershwin Prize

From Maine, I traveled to Washington D.C. to attend the Gershwin Prize presented by the Library of Congress. The Gershwin Prize for Popular Song was presented this year to Willie Nelson. The Prize is awarded to artists whose lifetime contributions in the field of popular song exemplify the standard of excellence associated with George and Ira Gershwin, by bridging musical styles, bringing diverse listeners together, and fostering their mutual respect and appreciation.

I Love My Librarian Award & Publisher Visits

On November 30th, I traveled to New York to begin a week of visits with publishers and to assist in announcing the I Love My Librarian Award hosted by the Carnegie Corporation. As always, it was a very moving experience. The Executive Committee had very productive meetings with Simon & Schuster, HarperCollins, and Penguin Random House. We also visited Queens Library's Central Library. I know that we were very impressed by the Queens' platform for all content and the Library's outreach efforts.

Suffolk and Nassau County Directors' Meeting

To finish travel in 2015, I traveled to Long Island to present the keynote address at the Suffolk and Nassau County Directors' Meeting. I again had the opportunity to present the Libraries Transform campaign to a very engaged audience.

Media Interviews

- October 29th – Spoke to Jon Kelvey, a freelance writer for *Slate*
- November 4th – Spoke to Devin Leonard, *Bloomberg Business*
- November 13th - Spoke to Daniel Grant, a freelance reporter with the *New York Observer*
- November 18th - Interviewed by Jeff Young, reporter with the *Chronicle* in Washington D.C., and met with Liana Heitin, Assistant Editor, *Education Week*

- December 8th - Spoke to Liana Heitin, *Education Week*
- December 15th - Spoke to YALSA for a blog post, and to Emily Brown from LRP Publications
- December 16th - Spoke to Liz Farmer, *Governing Magazine*

Travel and Speaking Engagements

- October 28th – 30th – *Libraries Transform* launch and meetings, Washington, D.C. including a meeting with the acting Librarian of Congress and Department of Labor
- November 5th – 6th – California Library Association Conference, Pasadena, CA
- November 7th – 12th – Sharjah Book Fair
- November 16th – 19th – Maine Library Association Conference Keynote Address, Bangor, ME
- December 1st – December 4th – I Love My Librarian Award and meetings, NY
- December 17th – 18th – Suffolk & Nassau County Library Director’s Meeting, Long Island, NY
- January 6th – 12th – Midwinter Conference, Boston, MA
- January 19th – Attending the ConnectED White House Convening, Washington, D.C.
- January 20th – 21st – Visiting ALA President-Elect Julie Todaro, Austin, TX
- January 22nd – Filming a talk for the Clarion University Student Association of ALA
- January 28th – Guest lecturing at a Management Course at the University of Wisconsin via Adobe Connect
- February 1st – 3rd – Hosting Amy Garmer from the Aspen Institute with Cleveland Public Library
- February 16th – 22nd – Traveling to Havana, Cuba
- March 11th – Travel to Washington D.C. to celebrate Freedom of Information Day and to give the Madison Award
- March 12th – 16th – Attend the 6th Library Congress Leipzig, Leipzig, Germany
- March 17th – 24th – Present at Convegno Stelline in Milan, Italy and then travel to Catania, Sicily for a presentation to Sicilian librarians
- April 6th – 9th – Public Library Association Conference, Denver, CO
- April 12th – 13th – Celebrate National Library Week, Washington D.C.
- April 14th – 17th – ALA Spring Retreat, Chicago