

**American Library Association  
Spring Report  
President Report – Sari Feldman  
January 13, 2016 – April 14, 2016**

*Libraries Transform*

The Libraries Transform public awareness continues to show strong progress in achieving our broad objective of amplifying the message of the transforming library environment and engaging libraries through a clear, consistent message. I continue to do outreach and engagement that will build the campaign's reach. For example, I hosted Tim Cherubini to discuss COSLA's involvement in Libraries Transform.

As of March 29, 1,038 libraries across the nation have signed on to promote the Libraries Transform campaign during National Library Week. This means they will conduct activities and marketing campaigns that leverage the Libraries Transform messaging and branding.

Each week, ALA is releasing "Because" statements aligned with a timely theme (i.e. AASL Because statement for School Library Month) or paired with relevant content (i.e. "Because 5 out of 5 doctors agree..." with early literacy information). This is driving traffic to the Libraries Transform website and engagement on social media. There were 42,000 visits to the website in March 2016, up from 18,080 in February. Traffic to the site is up 38.67% since we started posting the Because statements. Social media platforms, Twitter and Facebook, also saw increases in the month of March. Use of the #LibrariesTransform hashtag increased about 28% over the course of the month and Facebook posts had about 274,000 views.

*Midwinter Meeting*

I want to thank everyone for their support and hard work to make the Midwinter Conference a success. There were several positive action items that came out of the meetings, and I believe that attendees enjoyed a great group of speakers. My special thanks to everyone for their assistance with the events with Senator Cory Booker and Chelsea Clinton.

*Visited Julie Todaro*

I had the great opportunity to visit President-Elect Todaro January 21<sup>st</sup> to 22<sup>nd</sup> to learn more about her impressive library and their impact on students. It was also an opportunity to meet with Texas library leadership.

*ASCUBI Conference and Havana Book Fair*

I enjoyed a brief period of time at Cuyahoga County Public Library before leading the first official American library representation to the Havana Book Fair in mid-February. It was exhilarating to experience the culture of reading that exists in Cuba. I hope that this trip continues to strengthen the relationship between ALA and Cuban librarians. I traveled with 28 librarians and library supporter including Barbara Ford, Barbara Jones, and Vailey Oehlke.

### Newseum and Madison Awards

On March 11<sup>th</sup> I presented the annual Madison Award at Newseum in Washington, D.C. in celebration of Freedom of Information Day. It was a great event, although my attendance was brief. After the presentation, I returned to the airport to begin traveling to Germany.

### 6<sup>th</sup> Library Congress Leipzig

From Washington D.C., I traveled to Leipzig, Germany to participate in the 6<sup>th</sup> Library Congress. During my stay, I offered remarks at the opening session, was introduced to several public officials, and had several media opportunities. I also presented during a plenary session on public libraries entitled, Libraries in Public Space – Real and Digital.

### Stelline Conference and Catania

On March 16<sup>th</sup>, I traveled from Leipzig to Milan, Italy to present the following day at the Stelline Conference. During my brief stay, I also met with several Italian delegates to IFLA that I look forward to seeing again in Columbus this summer. I then traveled to Catania in Sicily to attend a conference on digital libraries with elected leaders, city and community officials, NGOs and librarians to discuss the role of libraries in promoting job creation and economic sustainability. Before returning home, on March 19<sup>th</sup> I also spoke at a public conference on libraries and their role in promoting STEM education. The visit to Italy was supported by the US Embassy.

### Public Library Association Conference

I attended the Public Library Association Conference in Denver from April 6<sup>th</sup> through 8<sup>th</sup>, and spoke briefly about Libraries Transform during the opening session with Anderson Cooper.

### National Library Week

I traveled to Washington, D.C. on April 12<sup>th</sup> and spoke to a delegation of international librarians about the transformed library to include modernization of library services, and the changing role of librarians and information specialists. On April 13<sup>th</sup> and 14<sup>th</sup> I participated in the Policy Revolution! Convening.

### Media Interviews

January 6<sup>th</sup> – Spoke to Boston Globe reporter and spoke to WBUR Boston's NPR affiliate

January 8<sup>th</sup> - Spoke to Natalie Trusso, *Toledo Blade* reporter

January 15<sup>th</sup> – Spoke to *Miami Today*

January 22<sup>nd</sup> – Stephen Kauffman, CBS Radio Network

January 27<sup>th</sup> – Filmed Clarion University student session

January 28<sup>th</sup> – Spoke virtually to a UW-Madison Library Management class

February 12<sup>th</sup> – Spoke to Lisa Peet from *Library Journal*

February 26<sup>th</sup> – Attended a *Wall Street Journal* Editorial Board meeting

February 26<sup>th</sup> – Spoke to Rashda Khan, *San Angelo Standard-Times*

March 2<sup>nd</sup> – Hosted 2 journalists from Germany for ALA

March 9<sup>th</sup> – Spoke with freelance journalist, Alyson Krueger

March 10<sup>th</sup> – Spoke to Toni Fitzgerald, writer for *The Sentinel*

March 14<sup>th</sup> – Spoke to Carol Pogash, writer for *The New York Times*

March 23<sup>rd</sup> – Spoke with Sophie Quinton, reporter with *Stateline*, a daily news service of The Pew Charitable Trusts

March 24<sup>th</sup> – Interviewed by Porter Andersen with *Publishing Perspectives*, and Mitchell Davis from BiblioBoard

March 28<sup>th</sup> – Filmed Top Ten Challenged Books video

#### Upcoming Travel and Speaking Engagements

April 4<sup>th</sup> – Participating in the Emerging Leaders annual webinar with Keith Fiels

April 6<sup>th</sup> – 9<sup>th</sup> – Public Library Association Conference, Denver, CO

April 12<sup>th</sup> – 13<sup>th</sup> – Celebrate National Library Week, Washington D.C.

April 14<sup>th</sup> – 17<sup>th</sup> – ALA Spring Retreat, Chicago

April 20<sup>th</sup> – 22<sup>nd</sup> – Oregon Library Association Conference, Bend, OR

April 25<sup>th</sup> – 26<sup>th</sup> - 2016 ARL/CARL Joint Spring Association Meeting, Vancouver, Canada

April 27<sup>th</sup> – 28<sup>th</sup> – Washington Library Association Conference, Spokane, WA

May 1<sup>st</sup> – 3<sup>rd</sup> – ALA Legislative Day, Washington, D.C.

May 11<sup>th</sup> – 12<sup>th</sup> – BookExpo, Chicago, IL

May 13<sup>th</sup> – 16<sup>th</sup> – 2016 SLIS distinguished Alumna Recognition, University of Wisconsin, Madison and presentation at Madison Public Library

May 26<sup>th</sup> – Rhode Island Library Association, Warwick, RI

June 1<sup>st</sup> – 2<sup>nd</sup> – ALA Virtual Membership Meeting, Chicago, IL

June 22<sup>nd</sup> – 28<sup>th</sup> – ALA Annual Conference, Orlando, FL