

Gay, Lesbian, Bisexual, and Transgender Round Table  
of the American Library Association  
2011 Annual Conference, New Orleans, LA  
Morial Convention Center, Rm 239

Steering Committee I  
Meeting Minutes

June 25, 2011  
8:00 – 10:00 am

**Note: These minutes will not be formally approved by the GLBTRT Steering Committee until the ALA 2012 Midwinter Meeting.**

**I. Call to order**

Meeting was called to order at approximately 8:00.

**II. Introductions**

Anne Moore GLBTRT Chair recorded the names of those in attendance. The following were present: Lisa Johnston, Karen G. Schneider, Peter Hepburn, K.R. Roberto, Dale McNeill, Ellen Bosman, Larry Romans, Sarah Wright, Franklin Escobedo, Jane Cothron, Miriam Medow, Don Combs, Bob Graziano, Stephen Patrick, Anne Moore.

**III. Approval of Agenda**

No changes were made.

- **Motion Number 1**
- **Motion to Approve Agenda**
- **Passed by Acclamation**

**IV. Canceling Steering Committee II Meeting**

- **Motion Number 2**
- **Motion to cancel SC II due to lack of quorum**
- **Passed by Acclamation**

**V. ALA Executive Board Liaison Report**

Linda Williams, our representative, gave a quick update on the major issues, including the following:

- Registration at this conference is less than previous Annual conferences in DC (2010) and Chicago (2009) but up from 2006 conference in New Orleans.
- ALA Virtual Town Hall meeting held this spring, had 500 attendees
- ALA looking at enhancements to election process to increase voting; this year's election had an 18% participation rate.
- ALA Connect going to next generation software. The glitches are being worked on
- Organizational excellence - trying to reduce number of meetings at midwinter,
- State of the state - decline in membership, slightly less than 65,000
- Budget - modest growth in revenue, 2% compensation for ALA staff
- Public library access study report was published in the June issue of American Libraries
- There is an ALA initiative to create public awareness of crisis in school libraries, many of which are closing or loosing funding. \

A summary list will be forwarded to the full GLBTRT list by Anne after the conference.

## **VI. Approval of Minutes from Previous Meetings**

SC I and II from Midwinter Conference in San Diego, CA.  
No changes made to minutes.

- **Motion Number 3**
- **Motion to accept minutes from SC I San Diego**
- **Passed by Acclamation**
  
- **Motion Number 4**
- **Motion to accept minutes from SC II San Diego**
- **Passed by Acclamation**

## **VII. Reports of Officers**

### **a) GLBTRT Councilor Peter Hepburn**

Four proposed resolutions are being circulated and are on the agenda for Council. Peter had forwarded these to the RT list. These included:

- "Resolution on Out of School Time Programs"
- "Resolution to Protect Library User Confidentiality in Self-Serve Hold Practices."
- "Resolution on Revised Guidelines for the ALA Intern Program"

- “Resolution to Recognize ALA Conference Services and Gale Cengage Learning for Providing Shuttle Bus Service Accommodating Attendees with Disabilities”.
- Three other potential resolutions are being considered at the Membership Meeting and if passed may be presented to Council. These include:
- Resolution on WikiLeaks and Federal Agencies
- Resolution in support of WikiLeaks
- Resolution in support of Bradley Manning

A brief discussion ensued and those present agreed to defer to Peter’s judgment in voting on the final versions.

**b) Co-Chair Report Dale McNeill**

In early June Dale represented the RT at RILA (Rhode Island Library Association) conference at a panel on youth, along with a representative from GLSEN and 2 public users who had written article on using public libraries.

**c) Co-Chair Report Anne Moore**

Anne gave a brief update from the Round Table Coordinating Assembly meeting (Friday, June 24). The highlights of this meeting include a committee being formed to discuss future of RT’s. It was noted that the ALA Futures Task Force did not include any representation from the Round Tables, despite the fact that our membership is equal to some of the divisions. The ALA divisions had representation. Mary Ghikas, ALA Associate Executive Director, asked the round tables to encourage their members to complete profiles in ALA Connect to get suggested groups based on their interests and specializations. She also noted that ALA does not require groups to have business meetings at conferences so this face to face time could be used for discussions and interest forums. Mario Gonzalez, Chair of Budget Analysis and Review Committee (BARC) gave a brief update on the ALA budget. A revenue shortfall for FY11 (\$891,000) will be addressed with budget cuts (\$737,000) and the tapping of reserves to cover the remaining amount.

Report submitted electronically

I want to apologize for this report being late. After finishing the semester, I took a vacation and returned to be swept up in helping with a work related conference at UMass.

As is reported elsewhere, proposed changes to the Round Table bylaws appeared on the ballot this spring and were approved by the membership. I would like to thank Peter Hepburn, Michael Baird, Matt Cizek, Constantia Constantiou, Michael Dello Iacono, Nancy Jacobson, Bill Jenkins and Karen Schneider for

their work to develop the bylaw changes and for getting the changes to the ballot.

After the election results were announced, Dale and I appointed a task force charged with producing an implementation plan for the bylaws. The report has been issued and will be up for discussion at SCI and the Membership meeting. Thanks to Karen Schneider, Lise Dyckman and Peter Hepburn for their work to produce this implementation plan.

Vacant Positions & Completed Terms within Steering Committee (Committee Chairs):

- External Relations chair - vacant
- Fund Raising Committee - vacant
- Newsletter – Sarah Wright reappointed to 2nd term
- Program Planning – Shawn Vaillancourt will be taking over from K.R. Roberto
- Stonewall Book Award Celebration Committee – This position is being filled by the past-chair of the Stonewall Book Awards, which next year will be Lisa Johnston). However, I think it would be good to fill this position with the person taking responsibility for coordinating all the guests and speakers coming to Annual for the programs and the Stonewall Book Award Celebration.
- Web Committee – Caitlin Shanley will be taking over from David Vess
- Committees:
- External Relations – Will only have 1 member, Scott Sandberg, after this conference. If we do not find tasks and appoint new members, we should find another committee / task for Scott

I would ask the chairs of Membership, Program Planning and Newsletter to let David and I know about vacancies. All committee chairs should provide an updated membership list so the website can be updated.

Other appointments

- BARC (Budget Analysis and Review Committee - Norman Ericksen completed 4 year term and has retired. We wish him well.
- Diversity Committee – 1 2-year appointment open as John Sandstrom's term expires.

David Vess has been elected to serve as co-chair and Dale McNeill as Treasurer. I look forward to continuing to work with both of them.

At this time I would also like to thank Ellen Bosman for her service to the RT as Treasurer and to K.R. Roberto as Program Planning, as well as all the committee members whose terms are complete.

**d) Treasurer Report**

**Ellen Bosman**

Ellen added the following remarks to her report sent earlier by e-mail. Membership dues are under budget, \$7000 versus \$12,000. However, the RT is making money from the book award seals. Annual budget \$20,000, only collected half of that. Budget year starts in Nov. Some her recommendations in her report included reviewing the current list of expenses in the budget and updating.

Report submitted electronically

The most current financial information we have from ALA is for the period ending March 2011.

Revenue

As of March, the operating fund balance was \$ 24,953.66. Of this, dues account for \$5,989.74, which is comparable to this time last year. Therefore, we are right on target compared to last year; however we continue to fall short on an overall basis in this revenue category.

On a positive note, actual revenue is exceeding budgeted revenue due to royalties from the sale of book seals. Sales peaked in February (\$1,824) after the announcement of the award winners and stood at \$2,469 year-to-date. OLOS will get a report of seal sales to provide more information on what is driving this new revenue.

Expenses

Not much has changed on the expenses side (\$2,409 in February and now \$2,452 in March). The only real expenses seem to have been bank service charges and messenger services. Still running a bit over budget.

Endowment

The endowment made small gains, currently standing at \$106,873. At Midwinter the balance was \$97,732.53.

Recommendation: The incoming treasurer should consider eliminating some lines in the existing budget and/or reallocating the funds. For example, account #5523, Postage/e-mail is allocated \$850, however nothing was charged against the account in the last year. There are two accounts for equipment/audio-visual which could be collapse into a single line, especially since one of the accounts

has no allocation. Finally, some reallocation is necessary to fund the honorarium for the YA award winner.

It is strongly recommended that the treasurer and co-chairs make it clear to committee chairs and members that every financial transaction should go through the treasurer. Too often the RT committee chairs and members go directly to ALA for disbursements or reimbursements. While ALA usually contacts the Treasurer, having one point of contact for ALA would eliminate confusion and miscommunication and permit the RT to keep better track of the RT's transactions.

It has been a pleasure serving as your Treasurer. Please let me know if you have any questions.

e) **Secretary Report** **Jason Phillips**

No report necessary.

**VIII. Reports of Committee Chairs**

f) **Membership Promotion Committee Report**

Since Midwinter Meeting I have sent out about 650 emails thanking people for joining, thanking members for renewing, or asking people why they didn't renew. By far the largest response I received was economic - people who lost a job or can't get a job, people's personal financial situation, and specifically that ALA is too expensive for what they got out of it.

Less than a handful said that GLBT didn't provide enough benefits or wasn't active enough. However, a number of people who joined or renewed also didn't know much about the possible benefits of round-table membership. I expanded the "Welcome to GLBT" message, but I think I need to attach a PDF of a membership brochure in the future. I also think that we should have a quarterly or annual report that reminds people what we've been up to. It would be great if we could send this to every member personally by email. I have student assistants who could email such a report to those members who have supplied an email address, but I think that ALA staff could do that more efficiently.

g) **Newsletter Committee Report**

Report submitted electronically

Since midwinter we have published the spring issue, which was behind schedule but placed on the website towards the end of May. We are working on the summer issue at present which will feature a childrens column by Nel and highlight annual programs sponsored by GLBTRT as well as the launch of a

new feature highlighting sister organizations of interest to the GLBTRT. I have several volunteer forms for parties interested in volunteering for newsletter committee that I hope to connect with in the near future. We continue to work with the website committee to get the newsletter hosted online. The summer issue will be available at annual in print form. Receipts for printing at midwinter and annual will be submitted to Ellen Bosman at annual. Newsletter committee continues to publish reviews through the GLBTRT Blog. We continue to seek contributions to the newsletter from members and friends of the GLBTRT. I have been trying to get in touch with contacts at GLSEN to establish a relationship for highlighting GLSEN activities and developments of interest to GLBTRT membership and communities of service.

Reviews Editor Report submitted electronically (Tracy Nectoux)

The Newsletter Committee currently has an average of 25 active reviewers. Since Midwinter 2010, we've reviewed 29 books and films, in total. Following is a breakdown by genre.

#### ADULT

##### Monographs

Fiction: 10

Nonfiction: 11

##### Film

Drama/Comedy: 4

Documentary: 2

#### YOUNG ADULT

##### Monographs

Fiction: 2

We are a little behind schedule for the summer issue, which will be published in early June. My deadline for the reviewers is June 1st, and I'm anticipating about 15 reviews for this issue.

Our blog is getting numerous hits (over 600 so far in May alone), and we're also getting comments from authors and filmmakers, either on the blog itself, or on their own Facebook pages and trackbacks to their blogs. Also, many of our entries have numerous Facebook "Likes." I don't use Twitter, so I'm not sure about our web presence there.

I've been working hard to get my foot in the door with publishers of YA books, and I've been extremely successful at this with one publisher. Here's hoping the books are chosen for review.

I had to swallow my pride and ask for help with doing some retro-maintenance and editing on the blog. The wonderful Caitlin Shanley (one of my reviewers) agreed to help David Vess and me, and as of this week, all blog entries have been updated to our standards. She's a lifesaver. I confess, I had no idea how I was going to get that work done. But now it's done!

In the past couple of months, I've written text for the Procedure Manual. I've still got one more area to complete regarding my future goals.

Speaking of goals, in my Midwinter 2010 report I listed two goals:

1. Music reviews
2. Getting our reviews published in Amazon

I've not realized either of these yet. Not really sure how to go about it. But I'll figure it out.

I can't wait to see you all in New Orleans!

#### **h) Program Planning Committee Report K.R. Roberto**

The Program Planning Committee is sponsoring two programs at Annual.

1. Vampirism Just Got a Little More Colorful: Queer Vampires will be held on Sunday, June 26 from 1:30-3:30 pm in Convention Center 285. Confirmed speakers are Jewelle Gomez and Dean James.

2. Out of the Closet and Into the Library: LGBTQ Programming will be held on Monday, June 27 from 4:00-5:30 pm in Convention Center 285. Confirmed speakers are Bleue Benton from Oak Park (IL) Public Library, Lise Dyckman from California Institute of Integral Studies, and Jim Patterson from Northwestern Connecticut Community College.

Shawn Vaillancourt is the incoming chair. Continuing members are Andy Foskey and Kimberly Reed. The Committee will be looking for a few additional members at and after Annual.

The GLBT Round Table is sponsoring two programs at this conference. 'Vampirism Just Got a Little More Colorful: Queer Vampires' will be on Sunday, June 26, from 1:30 -3:30 in the Convention Center, room 285. Monday from 4 to 5 pm 'Out of the Closet & Into the Library: LGBTQ Programming' will be held in the Convention Center, room 285.



i) **Stonewall Book Awards Committee Report**

**Lisa Johnston**

Several of the winning and honor authors will be attending the brunch. The committee hopes to debut honor book sticker. There is a pallet of books to give away, donated by publishers. Set up in the room can begin at 9:30 a.m. on Monday.

Report submitted electronically

It has been an amazing year for the 2011 Stonewall Book Award Committee, which reached a new milestone with the Children's & Young Adult Literature Award being announced by ALA President, Roberta Stevens at the ALA Youth Media Awards on January 10th.

**2011 Awards and Honors**

Barbara Gittings Literature Award *More of This World or Maybe Another* by Barb Johnson, (Harper Perennial) ISBN: 978-0061732270

Israel Fishman Non-Fiction Award *Inseparable: Desire between Women in Literature* by Emma Donoghue, (Knopf) ISBN: 978-0307270948

Children's & Young Adult Literature Award *Almost Perfect* by Brian Katcher (Delacorte Press) ISBN: 978-0385736640

Stonewall Honor Books in Literature

\* *Probation* by Tom Mendicino, (Kensington) ISBN: 978-0758238788

\* *The More I Owe You* by Michael Sledge, (Counterpoint) ISBN: 978-1582435763

\* *Holding Still for As Long as Possible* by Zoe Whittall, (House of Anansi) ISBN: 978-0887842344

Stonewall Honor Books in Non-Fiction

\* *The Right To Be Out: Sexual Orientation and Gender Identity in America's Public Schools* by Stuart Beigel, (University of Minnesota Press) ISBN: 978-0816674572

\* *A Great Unrecorded History: A New Life of E.M. Forster* by Wendy Moffat, (Farrar, Strauss and Giroux) ISBN: 978-0374166786

\* *Just Kids* by Patti Smith, (Ecco) ISBN: 978-0066211312

\* *Secret Historian: The Life and Times of Samuel Steward, Professor, Tattoo Artist, and Sexual Renegade* by Justin Spring, (Farrar, Strauss and Giroux) ISBN: 978-0374281342

## Stonewall Honor Books in Children & Young Adult Literature

\* *Will Grayson, Will Grayson* by John Green and David Levithan, (Dutton (Penguin)) ISBN: 978-0525421580

\* *Freaks and Revelations* by Davida Wills Hurwin, (Little, Brown & Co) ISBN: 978-0316049962

\* *Love Drugged* by James Klise, (Flux) ISBN: 978-0738721750

\* *The Boy in the Dress* by David Walliams, illustrated by Quentin Blake, (Razorbill (Penguin)) ISBN: 978-1595142993

The Stonewall 40th Anniversary brunch will feature the presentation of the 2011 Stonewall Awards and Honors. Scheduled to attend the celebration and make remarks are 2011 Barbara Gittings Literature Award winner Barb Johnson (More of This World or Maybe Another, Harper Perennial) and Children's and Young Adult Literature Award winner Brian Katcher (Almost Perfect, Delacorte Press). Honor authors James Klise (Honor Book in Children's and Young Adult Literature, *Love Drugged*, Flux), Tom Mendicino (Honor Book in Literature, *Probation*, Kensington), Wendy Moffat (Honor Book in Non-Fiction, *A Great Unrecorded History: A New Life of E.M. Forster* Farrar, Strauss and Giroux), and Justin Spring (Honor Book in Non-Fiction, *Secret Historian: The Life and Times of Samuel Steward, Professor, Tattoo Artist, and Sexual Renegade*, Farrar, Strauss and Giroux) will also join the celebration.

Past Stonewall winners Dorothy Alison (1996 Israel Fishman Non-Fiction Award, *Skin: Talking About Sex, Class & Literature*, Firebrand Books) and Sarah Schulman (1989 Stonewall Book Award, *After Delores*, Dutton) will provide special keynote presentations.

2008 Stonewall winners, Ellis Avery, (Gittings Award for *The Teahouse Fire*, Riverhead, 2008) will be signing galleys of her new novel, *The Last Nude*, Riverhead, January 2012. Mark Doty, (Fishman Award for *Dog Years*, Harper Collins, 2008) will sign copies of *Dog Years*.

Attendees will have the opportunity to meet authors during a book signing at the conclusion of the presentations. All of the publishers representing attending Stonewall Authors will have complimentary copies of books available for signing.

Brunch tickets are \$55. The event is at the Loews Hotel, Louisiana I, June 27, 10:30 -2.

The SBAC would like to thank John Amundsen, Miguel Figueroa, and Elliot Mandel of OLOS for their constant support, patience, cajoling, and promotion of the C/YA Award, and their invaluable help with the Stonewall Book Awards 40th Anniversary Celebration Brunch.

Many thanks to the 2011 SBAC for all of their work (Stephen Breedlove, Amanda Clay, Dave Combe, Lewis Day, Sharon Flesher-Duffy, Roland Hansen, Analisa Ornelas, Stephen Patrick, Jason D. Phillips, Roseann Szalkowski, Gypsy Teague, Corwin Watts, Rose Yndigoyen). It has been a pleasure working with all of them as chair. I turn my tiara over to Lewis Day, Chair of the 2012 SBAC and our chair-elect, Amanda Clay.

**j) Bylaws Implementation Task Force Report Karen Schneider**

Karen briefly introduced the report, explaining the chair portion would be adopted after this conference and the remaining board members will be elected during next year's election and will take office after Annual 2012. Moved by Larry, 2nded by K.R. to adopt, approved

Procedures manual - David circulated template for roles, please fill out

Karen volunteered to chair task force for procedural review, Ellen Bosman and Larry Roman to assist.

**k) Over the Rainbow Ad hoc Committee Report Arla Jones**

Larry Romans provided a brief overview of the work of the committee; 108 books chosen for the 2010 list. The committee has received excellent feedback about work.

Report submitted electronically

**The aim of the Over the Rainbow (OTR) Project has been to further the mission of the GLBTRT by promoting the improved quality and accessibility of GLBTQ literature through the provision for adult readers of an annual annotated bibliography of books. We provide GLBTQ readers and the general public with guidance in selecting commendable books that reflect the gay, lesbian, bisexual, and transgendered experience and communities.**

Our projects since the Annual Conference in Washington, D.C. were as follows—

- At the conclusion of Mid-Winter in San Diego, the OTR jurors had a total of 108 books with a sufficient number of positive votes to be included in the inaugural OTR annotated bibliography. Of those books, 37 were from small, independent publishers, self-published or from University Presses. Ten of the titles were published in Canada.
- The committee was thrilled that even though it was the inaugural year for the OTR bibliography, *Booklist* featured OTR's "Top 11 of 2011" recommended titles along with the other more established book lists.

- Every January or February, the Web Committee will link each item in the annual bibliography to its WorldCat record. For users in the United States, the WorldCat record will show the nearest libraries that own the book they are looking for. The link is an OCLC permalink, driven by a link resolver, which assures that the link will never break.
- Every January or February, the Web Committee will also add all titles in the annual bibliography to the GLBTRT Library Thing collection. The 2011 OTR bibliography was placed in Library Thing in January 2011, along with the Stonewall BAC list and the Rainbow Project's annual bibliography.
- Thanks to the fine work of David Vess, our blog was successfully transferred to the ALA server. Because David linked the blog to both Facebook and Twitter, we had a number of hits to the site from direct links to both. Highlights of the data from <http://www.glbtrt.ala.org/overtherainbow/> are as follows. During our first 6 months of using the ALA-based blog (January to May):
  - There were a total of 3,924 visits to the site, with a total of 6,103 page views.
  - Most of the hits were in January from the time when we published our nominations until the end of the January, after we publicized our final list.
  - All told, there were 2,947 unique visitors from 65 countries and territories.
  - 1,051 were direct visits to the URL, 573 were from Facebook, 570 from ALA.org, 504 from Google, 171 from Twitter, 152 from AmericanLibraries.com, 97 from Lambda Literary Foundation. OTR would like to give a special shout out to Ivan Coyote for 76 hits from IvanCoyote.com.
- We currently have 217 titles under consideration for next year's list. We are considering titles published between July 1, 2010 and December 31, 2011. Our success with the first bibliography improved communication with publishers this year. Many of the smaller presses now see the benefits to sending us previews, and have been very helpful in finding new titles. The committee has been diligently sharing copies of most titles in an effort not to burden publishers and authors.
- The list of all currently nominated books is published monthly and is available at <http://www.glbtrt.ala.org/overtherainbow/>
- The 2012 Over the Rainbow ad hoc committee is comprised of 11 members: Arla Jones (Chair), Lawrence, KS; Danielle Pollock (Vice-Chair/Chair-Elect), Albuquerque, NM; Martin Garner, Denver, CO; Bob Graziano, Chicago, IL; Sarah Kanning, Lawrence, KS; Paige Mano, Racine, WI; Jesse Nachem, Oakland, CA; Larry Romans, Nashville, TN;

Michael Santangelo, Brooklyn, NY; Katy Vance, Greensboro, NC; and Nel Ward, Newport, OR.

- Proposed Agenda Item--The Over the Rainbow Committee is requesting an “upgrade” to full committee status. We believe that we have successfully met the requirements of the Steering Committee. We have been using the same policies and procedures that we set forth in our initial proposal to the SC. OTR furthers the mission of the GLBTRT by serving the information needs of the GLBTQ professional library community, and the GLBTQ information and access needs of adult readers. As such, we feel that we have met and exceeded our intended goals.

**l) Rainbow Project Committee Report**

Report submitted electronically

The Rainbow Project currently has 9 nominations and we are examining books published between July 2010 and December 2011. We are focusing on books for young people, birth to age 18. Our nomination deadline is October 31, 2011, and we will finalize our 2011 list in Dallas at Midwinter. We are receiving books from publishers, and there has been a continued positive response to our list. School librarians, in particular, have commented how helpful it is to them because it provides support for their collection development choices.

Thanks to David Vess and Christie Gibrich our new blog is up and running. You can check it out at <http://glbtrt.ala.org/rainbowbooks>. There you will find not only this year’s nominations, but also the lists from previous years. As always, if you have any suggestions for us to consider, please email me at [LEvarts@aol.com](mailto:LEvarts@aol.com).

**m) Web Committee Report**

**David S. Vess**

The committee worked on a number of things over the last 6 months. See the full (10 page) Web Committee Report, an Addendum to these minutes. Topics covered include: GLBTRT Procedure Manual; Newsletter Scanning Project; Newsletter Index Project; GLBTRT News Blog; GLBTRT website; Discussion of traffic data on our website, blogs, and social networking sites; Committee Members; Future Web Committee Work.

**n) External Relations Committee Report**

Committee inactive at this time. [Committee Volunteer Form](#)

**o) Fund-Raising Committee Report**

Committee inactive at this time. [Committee Volunteer Form](#)

## **IX. Open Issues**

### **p) Over the Rainbow Committee**

- **Motion Number 5**
- **Motion for the Steering Committee to support the Over the Rainbow Committee being permanent \*in principle, pending approval by Membership\***
- **Motion: Larry Romans**
- **Seconded: K.R. Roberto**
  - **Vote: 6 in favor, 2 abstentions. Approved.**

## **X. Introductions**

Were then done again as several people had arrived just after we had done them earlier.

## **XI. Announcements**

John Sandstrom: Diversity Council update

ASCLA sponsoring motion to thank ALA & Gale for providing shuttle bus service for disabled

Out of school library programs: YALSA, ASL, \_\_\_\_\_

Franklin Escobedo -YALSA forum: on queer services, low attendance

Larry Romans- ask ALA to support gay marriage. Peter to work on resolution

Dale: preparations for social at midwinter in Dallas. Discussed issues with Anaheim social at public library.

## **XII. Adjournment**

- **Motion Number 6**
- **Motion to Adjourn**
- **Motion: K.R. Roberto**
- **Seconded: Larry Romans**
  - **Passed by Acclamation**

Minutes submitted by: Jason D. Phillips, GLBTRT Secretary, 31 October, 2011.

Minutes approved by GLBTRT Steering Committee: *[DAY MONTH, YEAR]*

# **APPENDIX 1 -- GLBT Round Table Web Committee Report**

## **American Library Association, 2011 Annual Conference**

### **GLBTRT Procedure Manual**

David and Bylaw & Procedure Manual Ad hoc Committee members (Peter Hepburn and Michael Dello lacono) have been working on the Procedure Manual (PM). Since documenting responsibilities is challenging, it was decided to approach this work in stages. Stage 1 is for listing descriptive titles of all officer or committee responsibilities. Stage 1 requests were sent to officers and committee chairs on the Steering Committee (SC) email list on June 4, with a 7/11 deadline. The request included an example of the Reviews sub-committee PM entry. Stage 2 will be for providing instructions (workflow) to accomplish all officer or committee responsibilities. The Stage 2 deadline is set for 8/8. The PM will be open for viewing in late Summer or Early Fall.

David set up the GLBTRT Procedure Manual (PM) in Google Sites in March and began sketching out the Web Committee section. The PM for Web Committee will be done by the end of Annual. All committee responsibilities are organized in high (necessary) tasks and low priority tasks. All have workflows.

### **Newsletter Scanning Project**

To date, we believe we have all our organization's newsletters. Our inventory is from Worldcat holdings data. All have been gathered, scanned, processed and posted on the [GLBTRT Newsletter webpage](#) by David. Copies came from members, and libraries. We have issues from 1988 to the present now on the site. Lindsey, a new Web Committee member, is going through our [Newsletter inventory](#) verifying we have all copies noted in Worldcat. We will continue to maintain language on the Newsletter webpage soliciting copies, in case there are more issues.

### **Newsletter Index Project**

An anonymous member of the GLBTRT Web Committee is working on a comprehensive index of the GLBTRT Newsletter. The index work began a few months ago, after we had all Newsletters known to exist. The index will include the following lists:

- author of article (almost-completed)
- title of article (or collocated by my own created title) (almost-completed)
- author of book review (almost-completed)
- author of book reviewed (almost-completed)
- title of book reviewed (almost-completed)
- publisher of book reviewed (almost-completed)
- subject headings for articles (Next year, needs a few people to help with some GLBTRT history)

The subject index will require that the indexer have access to a few GLBTRT members who are familiar with round table history. We may solicit more volunteers on the member email list. If interested, let us know at [glbtrt@gmail.com](mailto:glbtrt@gmail.com).

## **GLBTRT News**

GLBTRT News is a blog has been maintained as a low priority by Web Committee. Its purpose is to share brief news items about the round table (or issues round table members would be interested in) between releases of the GLBTRT Newsletter. The blog has an entry in the Web Committee's section of the PM and it is administered in collaboration with the Newsletter Committee. When Newsletter Committee has enough members, one or all of them, could take on keeping the blog updated. Web Committee has a designated Blog Administrator who administers all round table blogs but isn't responsible for content.

This blog exists because it was inherited. From 2007 to Summer 2010, the blog was called 'GLBT-RT.' In Summer 2010 it was migrated to the new URL, given a new name, and new theme. The previous version of the blog contained round table news and book/media reviews from the Newsletter. The reviews from this blog were all exported, and then removed. The exported reviews seeded the GLBT Reviews blog.

## **GLBTRT Website**

There have been no major changes to the website in the last year except that book covers are now displaying from the GLBTRT LibraryThing collection. The covers from titles on the Over the Rainbow and Rainbow Books lists are displaying on their website landing pages.

The website was ready to migrate into ALA's new content management system a year ago. The round table was slated to be one of the first to migrate into the new system in May. It may happen before Annual. Membership and SC will be informed when the migration happens. We are waiting to hear about the new migration time frame.

## **Analytic Data**

This is new territory for the round table. I will become an important tool for measuring the popularity of our resources. We have 3 sources of analytic data: the GLBTRT Google Analytics account tracks use of all our blogs and new procedure manual; ALA's Google Analytics account tracks use of our ALA website; Facebook has its own analytic data called Facebook Insights.

### **Analytic Data: GLBTRT Blogs**

Since they were set up last Summer, three of the GLBTRT blogs ([GLBT Reviews](#), [Over the Rainbow](#) and [GLBTRT News](#)) have ran Google Analytics. (See both the reports from the Reviews Subcommittee and Over the Rainbow Books Committee for their impressive and exciting blog traffic data.) The [Rainbow Books](#) blog was just migrated into the ALA blog system a few months ago. There's not enough data to warrant a report at this time. The GLBTRT News blog has been tended to informally by David over the last year. No use data is being reported at this time but traffic appeared robust in spite of being on a soft roll out. See the above section on GLBTRT News for more about the future of this blog.



## Analytic Data: GLBTRT Website

David set the round table website up in the ALA content management system in the Fall of 2009. Prior to that time, the site was hosted on the work server of the committee's previous chair. The ALA Google Analytics account has captured user-behavior on the website since December 2009. (Web Committee Members have access to this account to generate reports developed by David.)

From December 2009 to June 2011:

- There were a total of 38,966 *visits*<sup>i</sup> to the site, 30,111 *unique visitors*, with a total of 84,024 *pageviews*, and 66,895 *unique pageviews*.
- October 2010 was our busiest month over the last 19 months. During that month we had 5,065 *visits*; 4,406 *unique visitors*; and 6,963 *unique page views*. The Speaking OUT Against Bullying resource was released October 7, 2011. There were 734 *visits* to the site that day. The resource was publicized by: an ALA press release, mention in American Libraries, the GLBTRT member email list, and the round table's social networking presence. The Bullying resource was the 4<sup>th</sup> most visited page on our site in this 19 month time, period but has only been up for 9 months. More about the most visited pages is explained in the below table, "Most Visited Pages on GLBT Round Table Website."
- January 2011 was the second most active month during the last 19 months because news hit the press about the new Stonewall children's book award. The release of both the Rainbow Books and Over the Rainbow book lists also attracted a great deal of attention. That month saw 3,846 *visits*, 3,167 *unique visits*, 8,383 *pageviews* and 6,437 *unique pageviews*.<sup>ii</sup> The Stonewall story was picked up by the New York Times, National Public Radio and many other newspapers and blogs. On January 10, 2011 we had 579 visits. For a snap

### Definitions of Web Analytic Terms

Visits represent the number of individual sessions initiated by all the visitors to your site. If a user is inactive on your site for 30 minutes or more, any future activity will be attributed to a new session. Users that leave your site and return within 30 minutes will be counted as part of the original session.

Unique Visitors is the total of visits, not counting repeat visits.

Pageview is a view of a page on your site. If a visitor hits reload after reaching the page, this will be counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview will be recorded as well.

Unique Pageview is the pageviews minus duplicate views per 30 minute session.

<sup>i</sup> All analytics terms are offset in italic type and defined in the "Definitions of Web Analytics Terms" box.

<sup>ii</sup> See the 2011 Annual Conference report from Over the Rainbow Ad hoc Committee for their blog traffic numbers. GLBT Reviews, Over the Rainbow and Rainbow Books, have landing pages on the round table website but their GLBT Round Table, American Library Association Web Committee Report, 2011 ALA Annual Conference

shot of the attention Stonewall and our book lists has gotten, see the GLBTRT News blog entry, [2011 GLBTRT Stonewall Awards & Book Lists Garner Attention](#).

- Over this 19 month time period, the site received 2,000 to 3,000 *visits* per month. (December 2009, April and May 2011 are the only outliers with 715; 111; and 61 *visits* respectively.)
- The 38,966 *visits* (30,111 *unique visits*) over the last 19 months, came from 149 countries with the most being from the United States. The top ten countries are listed in the following table. Many countries in the top ten are not known for being hospitable for LGBTQ people: Côte d’Ivoire, Saudi Arabia, Nigeria, China, India and Indonesia.

Top 10 Countries, visits to the GLBT Round Table website, from December 2009 to June 2011							
Country	Visits	Unique Visitors	Page Views	Unique Page Views	Pages Per Visit	Time on Site	Avg. Time on Site
United States	31,432	23,311	72,571	56,964	2.31	1189:33:52	0:02:16
Canada	1,141	925	2,600	2,016	2.28	32:18:11	0:01:42
Côte d’Ivoire	581	567	665	636	1.15	5:16:26	0:00:33
United Kingdom	552	490	1,010	850	1.83	10:23:20	0:01:08
Saudi Arabia	374	368	396	382	1.06	0:26:15	0:00:04
Nigeria	340	319	371	354	1.09	4:45:28	0:00:50
China	277	153	362	327	1.31	3:40:23	0:00:48
India	259	247	327	289	1.26	3:04:27	0:00:43
Indonesia	255	243	280	267	1.1	0:37:08	0:00:09
Australia	202	179	379	311	1.87	3:28:24	0:01:02

- The top source of traffic to our site was search engines.<sup>iii</sup> While the rest of the traffic sources got considerably less numbers, they are important to note. They suggest the following are all helpful in marketing our resources and name: posts on other blogs; using social media; consistent branding/links on all round table blogs/sites. It’s interesting to note that the Rainbow Books blog directed slightly more traffic to our site than the New York Times story on the Stonewall children’s award did. Wikipedia is also an interesting source of traffic for our site. The explanation for this as

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blogs are where their lists are maintained. It was decided the blogs would be these projects’ homes rather than the GLBTRT website, since their audiences are the world; not only librarians.

<sup>iii</sup> The list of terms which lead people to our site is fascinating but too long to include in this report. Those data deserve their own 9 page report. A look at the top terms makes it clear we have a universal-LGBTQ audience beyond librarians.

well as a possible future work regarding Wikipedia are noted in the below section “Future Web Committee Work. “

<b>Sources of Visits to the GLBT Round Table Website, from December 2009 to June 2011</b>							
<b>Source</b>	<b>Visits</b>	<b>Unique Visitors</b>	<b>Page Views</b>	<b>Unique Page Views</b>	<b>Pages Per Visit</b>	<b>Time on Site</b>	<b>Avg. Time on Site</b>
google	15,449	12,305	35,615	28,384	2.31	568:11:09	0:02:12
(direct) (bookmarks, etc)	7,020	5,760	14,061	11,343	2	204:10:05	0:01:45
search	4,641	3,856	10,414	8,173	2.24	155:21:38	0:02:00
en.wikipedia.org	730	688	1,618	1,309	2.22	22:49:11	0:01:52
bing	704	610	1,760	1,281	2.5	28:15:06	0:02:24
facebook.com	655	558	1,107	973	1.69	13:23:36	0:01:14
yahoo	582	506	1,177	919	2.02	16:24:14	0:01:41
ask	461	446	545	507	1.18	1:58:09	0:00:15
americanlibrariesmagazine.org	279	236	575	441	2.06	9:38:08	0:02:04
glbtrt.ala.org	225	161	576	437	2.56	12:33:37	0:03:21
twitter.com	204	137	857	500	4.2	29:34:03	0:08:42
faculty.washington.edu	201	186	443	312	2.2	6:10:56	0:01:50
rainbowlist.wordpress.com	191	164	482	401	2.51	8:26:46	0:02:39
google.com	187	171	282	245	1.51	3:03:55	0:00:59
nytimes.com	181	170	392	276	2.16	2:32:45	0:00:50
calvin.usc.edu	166	160	375	299	2.26	3:59:24	0:01:26
aol	147	144	222	187	1.51	1:49:35	0:00:45
connect.ala.org	136	86	402	320	2.95	7:50:55	0:03:27
warriorlibrarian.com	134	134	178	151	1.33	1:07:03	0:00:30
ala.org	130	83	260	228	1.99	3:44:13	0:01:43

- The below are the 47 most visited pages on the site. Top is our home page which is often the top search engine link. Next are the Stonewall landing page; the Stonewall list page; and the Speaking OUT against Bullying page. The below data will soon be used for a proposal concerning our Popular Resources page since they figure so prominently in this list but are never maintained.

<b>Most Visited Pages on GLBT Round Table Website, from December 2009 to June 2011</b>				
<b>Page</b>	<b>Page Views</b>	<b>Pages Per Visit</b>	<b>Time on Page</b>	<b>Avg. Time on Page</b>
/glbtrt/index.cfm	17,806	1.3	245:18:10	0:01:34
/glbtrt/stonewall/index.cfm	7,717	2.01	85:22:19	0:01:00
/glbtrt/stonewall/honored/index.cfm	7,690	4.63	152:25:17	0:02:38
/glbtrt/popularresources/bullying.cfm	4,617	1.48	67:29:01	0:03:09
/glbtrt/stonewall/stonewallbook.cfm	4,521	1.37	51:55:44	0:01:21
/glbtrt/contacts/index.cfm	3,097	2.45	60:53:16	0:03:16
/glbtrt/rainbow/index.cfm	2,860	5.7	51:03:22	0:01:33
/glbtrt/popularresources/index.cfm	2,783	8.9	34:22:36	0:00:55
/glbtrt/rainbow/bibliographies.cfm	2,489	1.73	39:39:16	0:03:02
/glbtrt/news/index.cfm	2,184	4.33	42:44:24	0:01:57
/glbtrt/events/index.cfm	1,992	5.53	34:03:56	0:01:44
/glbtrt/committees/index.cfm	1,951	8.65	24:04:07	0:00:56
/glbtrt/socialnetworking/index.cfm	1,781	4.04	33:25:01	0:02:07
/glbtrt/initiatives/index.cfm	1,287	20.8	16:32:07	0:00:56
/glbtrt/news/newsletters/index.cfm	1,135	3.38	27:20:27	0:02:44
/glbtrt/membership/index.cfm	1,043	17.48	17:47:19	0:01:21
/glbtrt/	979	1.32	12:30:33	0:01:53
/glbtrt/bylaws/index.cfm	853	8.21	23:33:56	0:02:26
/glbtrt/40th/tshirt.cfm	841	1.99	8:58:25	0:01:36
/glbtrt/programs/index.cfm	835	4.61	11:26:55	0:01:18
/glbtrt/welcomeglbtround.cfm	708	1.13	7:09:09	0:02:07
/glbtrt/committees/form.cfm	695	2.3	24:12:09	0:04:06
/glbtrt/popularresources/religion3.cfm	648	1.57	10:15:01	0:03:46
/glbtrt/stonewall/history/index.cfm	641	10.36	11:33:48	0:01:23
/glbtrt/popularresources/overtherainbow.cfm	606	3.43	12:19:10	0:02:08
/glbtrt/popularresources/religion.cfm	594	1.37	3:42:28	0:01:28
/glbtrt/stonewall/awardcommittee/bookawardcommittee.cfm	574	6.19	13:01:06	0:02:16
/glbtrt/40th/index.cfm	562	10.6	4:17:52	0:00:33
/glbtrt/elections/index.cfm	560	3.34	11:09:43	0:02:00
/glbtrt/stonewall/procedures/	560	13	11:27:33	0:01:59
/glbtrt/popularresources/collection.cfm	552	3.36	9:29:03	0:01:39
/glbtrt/popularresources/teens.cfm	551	1.83	5:11:50	0:01:35

/glbtrt/popularresources/children.cfm	473	1.59	6:03:30	0:02:26
/glbtrt/otr/index.cfm	438	4.96	9:56:44	0:02:05
/glbtrt/popularresources/holocaust.cfm	432	1.44	4:02:48	0:01:55
/glbtrt/fundraising/index.cfm	403	13.04	4:33:47	0:00:49
/glbtrt/stonewall/	369	1.36	3:25:10	0:00:54
/glbtrt/popularresources/religion2.cfm	352	1.53	5:44:14	0:03:05
/glbtrt/popularresources/vocab.cfm	340	2.39	6:26:35	0:02:30
/glbtrt/stonewall/procedures/index.cfm	334	6.45	9:13:37	0:02:36
/glbtrt/popularresources/rainbowbib.cfm	316	1.7	7:21:03	0:03:26
/glbtrt/rainbow/procedures.cfm	271	7.45	4:05:15	0:01:14
/glbtrt/rainbow/history.cfm	250	10.81	3:08:52	0:00:55
/glbtrt/oversightgroups/index.cfm	247	1.15	0:56:06	0:01:22
/glbtrt/popularresources/rainbowchron.cfm	245	1.62	3:19:55	0:01:42
/glbtrt/stonewall/seal/index.cfm	222	11.82	2:37:38	0:00:55
/glbtrt/reviews/index.cfm	208	9.45	2:58:12	0:01:12

### Analytic Data: Facebook Page Insights

One of the many reasons we moved from our Facebook Group to a Facebook Page is the user data captured by FB Insights.

From May 1, 2010 to June 6, 2011 we have gotten:

- 493 Likes (Total number of people who have liked the Page.) (We reached 500 Likes as of 14 June!)
- 38 Unlikes (Total number of Unlikes of Page)
- 13 Unsubscribes (Total number of users who have hidden our Page's News Feed)
- 14,846 Daily Active Users (Total number of people who actively interacted with or viewed the Page or its posts daily. Includes interactions from Fans and non-Fans. (Unique Users))
- 42,318 Weekly Active Users (Total number of people who actively interacted with or viewed the Page or its posts Weekly. Includes interactions from Fans and non-Fans. (Unique Users))

### Facebook Tab Views (5/2010 to 6/2011)

*The Facebook Page as several tabs. No time has been spent editing them or considering how we can leverage them. Users certainly expect there to be discussions.*

5,707	Wall
2,805	Discussion Boards
311	Events
301	Information
235	Events   events
107	iCalendar to Event (app)
102	Links
98	Photos
79	Video

- 67,721 Monthly Active Users (Total number of people who actively interacted with or viewed the Page or its posts. Includes interactions from Fans and non-Fans. (Unique Users))
- 93,339 Daily Post Impressions (Total number of times our posts have appeared on someone's screen. These are potential views, but actual.)
- 2,286 Daily Logged-in Page Views (Daily Page Views from users logged into Facebook (Total Count, includes returning users))
- 1,006 Daily Logged-in Page Views (Daily Page Views from users logged into Facebook (Unique Users))
- 303 Daily Likes and Comments (Daily The number of likes and comments made on News Feed posts on Page. (Total Count))
- A sample of 15 Posts from 5/24-6/9 revealed that the average Impressions per post on our Page is 435; Total Impressions: 6,527 (Note that impressions are the number of times our posts have been rendered on someone's screen. These are potential views, not actual.)

<b>External Referrers (5/2010-6/2011)</b>	
<i>Below are domains from which our Facebook Page receives traffic. These numbers are low. We get almost all of our traffic from inside Facebook.</i>	
73	ala.org
54	google.com
29	glbtrt.ala.org
7	bing.com
4	search.yahoo.com
2	scroogle.org
2	google.ca
2	altavista.com

## Web Committee Members

The committee consists of three new members who volunteered in the last few months. One member is returning and must remain anonymous. Jorge Perez is taking on the regular responsibilities of processing and posting new Newsletters and being the Blog Administrator of all GLBTRT blogs. Lindsey Danis is currently working on the GLBTRT Feed; editing all the text on the GLBTRT website; verifying we have all iterations of the GLBTRT Newsletter posted on our site. Caitlin Shanley has just finished updating all the old posts on the GLBT Reviews blog that lacked book cover images, Worldcat permalinks, and consistent formatting. She will be doing a little bit of everything in her two year term. She is also being recommended to be the incoming chair of the Web Committee. Jorge, Lindsey and Caitlin will take training for the new content management system when it becomes available. Since the new system is not live, training won't happen until late Summer or Fall. Our anonymous member will only be working on the Newsletter indexing project and expects to finish all indexes noted above in the coming month. The one exception is the Subject index may take up to a year to complete.

## Future Web Committee Work

Web Committee has plenty of Priority Tasks that must be attended to and Non Essential task on its wish list. The following are a mix of Priority and possible Non-Essential Tasks.

### **Ongoing Tasks in Procedure Manual (Priority)**

The members will need to see to the ongoing committee responsibilities listed in the PM. The generalities are listed on the main Web Committee page of the PM. Specific tasks/projects and assignments are noted on the Web Committee Tasks page in the PM.

### **Website (Priority)**

When the round table site migrates to the new content management system, round table membership and leadership will be informed. All Web Committee members will take the content management training when it is available this Summer or Fall. Some decision should be made (and documented in the PM) about assigning website update responsibilities among all members or just one or two members. A few website update duties happen on a cycle. They are documented in the procedure manual: ALA Elections require web updates three times per year; posting Stonewall books and book lists after every ALA Midwinter Meeting; updates to committee rosters could happen once per month on a certain day until we make rosters display dynamically from ALA's database.

The website's Contacts and Committees pages should be merged. Maintaining the static Contacts page by hand in accessible tables is time-consuming and error-prone. The committee rosters should be automatically generated from ALA's database. There is an include file which will do this in the content management system. When this is adopted, committee membership will have to be regularly shared with our ALA Staff liaison Elliot Mandel, as he updates our committee membership in the ALA database. (This same database drives access to spaces in ALA Connect. Only members of a committee can use a committee space in Connect. They can only do that if their committee membership is updated in the database. )

In the coming year, formal charges for all committees will need to be drafted. These should be shared on the site. The current committee descriptions, on the Committee page, is written by David with help from committee members over and the language from previous versions of the Bylaws.

The top-level architecture of our website will change. That is, the navigation buttons will be changed to conform to a set of buttons issued by ALA for all round tables to use. This will happen in the coming months. The Web Committee will have to fold in the existing round table architecture into this new set of buttons/architecture.

### **Google Analytics on website and blogs; Facebook Insights (Priority)**

This is a new endeavor for the Web Committee and hopefully it can continue to be maintained and reported on and used to drive future development.

## **Possible Future Work of Web Committee**

### **Wikipedia Stonewall Awards + Round Table History (possible Non-Essential task to add)**

Wikipedia ranks as the fourth largest source of traffic to our website by leading 730 visits to our site from December 2009 to June 2011. (Google was top, with 15,449 visits.) This is happening because searches for the Stonewall Book Awards often yield the Wikipedia page above our own Stonewall pages. The Wikipedia page is a copy of all information on our pages. This is a direct violation of Wikipedia policy however, I (David) have chosen to not scale the Wikipedia page back, or flag it, because it offers many links to Wikipedia pages about authors, publishers and even Wikipedia pages about books. For example, our first award winner, Patience and Sarah, has its own Wikipedia page. Our own Stonewall page cannot offer all these features. One feature our page does have is Worldcat permalinks for every title; a feature that is easy for Web Committee to maintain. Given the above situation with Wikipedia, the Web Committee could explore what can be done on Wikipedia to promote LGBTQ literature and the rounds table's resources. Ideas: The round table history could all go into Wikipedia rather than on our own site. All of the round table community could be encouraged to contribute to it. All Stonewall books which have Wikipedia entries, could be checked to verify they have the Stonewall Award noted and link to it; etc.

### **International Issues (possible Non-Essential task to add)**

In the above table, "Top 10 Countries, visits to the GLBT Round Table website, from December 2009 to June 2011" it was noted that many countries in the top ten are not known for being hospitable for LGBTQ people. While the numbers are small – ranging from 255 to 561, over the last 2 years – this traffic might compel us to explore how we can meaningfully support the global LGBTQ information landscape. Before we broaden our scope, I hope we will begin with accessing our existing resources. I (David) will soon share a proposal on creating/maintaining resources other than the awards, reviews and book lists. The proposal addresses basic issues around accessing need and viability. The scope for this proposal is domestic but it can scale to an international level after we decide on our future in this area.

### **Facebook (possible Non-Essential task to add)**

Facebook Tabs could be explored more. Time could be spent exploring how other organizations customize their FB Page tabs to further engage with people. How can these features be exploited to promote our resources? (Note that Facebook isn't a place to post our resources, it's a place to share links to our resources.)

Submitted by,  
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GLBTRT Web Committee Chair, 2009-2011  
June 2011