

# Council Committee Report Form

**TO: ALA Council**

**RE:**

- ACTION REQUESTED
- INFORMATION
- REPORT *of the ALA Publishing Committee*

**ACTION REQUESTED BY:** *(if no action, please leave blank)*

**CONTACT PERSON:**

Heather Campbell, Chair, ALA Publishing Committee

**STAFF LIAISON CONTACT:**

Mary Mackay (Staff Liaison, Senior Associate Executive Director and Head of ALA Publishing & Media)

Mary Jo Bolduc (Staff Liaison, Licensing and Permissions Manager)

**DATE:**

2022-01-03

**BACKGROUND:**

**(ADD REPORT BELOW)**

**ALA Publishing Committee  
Council Committee Report, January 2022**

**Members of the Committee:**

Mary Mackay, Staff Liaison, Senior Associate Executive Director and Head of ALA Publishing & Media

Mary Jo Bolduc, Staff Liaison, Licensing and Permissions Manager

Maggie Farrell, Executive Board Liaison

Heather M. Campbell, Chair

Cristina Springfield, Associate

Crystal Chen, Member

Danielle Skaggs, Member

Jennifer Ashley Joe, Member

Joan Ramirez, Member

Paul Flagg, Member

Wendy Tressler, Member

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Whitney Harrison, Associate  
Will Yarbrough, Member

## Accomplishments, July–December 2021:

- *Welcomed new committee chair and members.* Mary Mackay (Staff Liaison, Senior Associate Executive Director and Head of ALA Publishing & Media) welcomed the incoming chair and new members in early July. She provided an overview of the committee, its activities, and links to information about ALA Publishing's various product lines, which she advised new committee members to review.
- *Established meeting schedule and expectations.* Members decided to hold several virtual meetings throughout the year in addition to meeting in person at ALA Annual; the chair scheduled these meetings to take place on Zoom at times when most members were available. Members agreed to rotate minute-taking responsibilities, complete tasks determined by the committee, come prepared to participate actively in meetings, and understand ALA Publishing product lines.
- *Determined Carnegie-Whitney subcommittee membership and activities.* Jennifer Joe agreed to serve as subcommittee chair, and Danielle Skaggs, Christina Springfield, and Wendy Tressler volunteered to serve. Mary Jo Bolduc (Staff Liaison, Licensing and Permissions Manager) gave an overview of the Carnegie-Whitney grant and communicated the timeline for grant applications.
- *Selected representative to ALA Information Technology Advisory Committee (ITAC).* Will Yarbrough volunteered to represent the Publishing Committee at ITAC. He attended ITAC's November meeting and reported on discussions regarding ALA's new e-learning platform and plans for dashboards showing revenue streams.
- *Agreed on goals for the year.* With valuable input from Mary Mackay, the committee brainstormed and prioritized several goals, including planning the committee's meeting at ALA Annual, creating an orientation document for new members, creating a one-pager on getting published, writing a legacy statement, and determining ways to improve awareness of ALA Publishing products.
- *Discussed ALA Publishing and Media activity.* Mary Mackay shared key points from the report she gave to BARC and the Executive Board in October. She later gave an overview of the first quarter of fiscal year 2022.
- *Reviewed new products and promotion ideas.* Upon request by Mary Mackay, members provided feedback regarding several product lines and ideas for promoting them. Members shared questions and ideas regarding the ALA Editions/ALA Neal-Schuman catalogs, products in the ALA Graphics catalog, and the new patron-facing Booklist Reader product.
- *Voted to submit a proposal to change the committee's charge.* Committee members both last year and this year agreed that the current charge does not accurately reflect the committee's activities and worked on a revised charge. On behalf of the committee

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and with its agreement, Mary Mackay submitted the proposed changes (see **Appendix** below) to the Committee on Organization via a COO Action Request Form in late December. COO planned to discuss the proposal at a meeting in January.

## **Planned Activities, January–June 2022:**

- Award the Carnegie-Whitney grant. Subcommittee will review applications and recommend winners. Committee will vote on winners in January/February.
- Create an orientation document for new committee members.
- Create a one-pager on getting published with ALA.
- Determine ways to improve awareness of ALA Publishing products.
- Plan the committee's meeting at ALA Annual.
- Write a legacy statement to reflect the committee's accomplishments.

## **Appendix**

To: Committee on Organization

From: ALA Publishing Committee (Chair: Heather Campbell; Staff Liaison: Mary Mackay)

Date: December 2021

Re: Proposal to revise the ALA Publishing Committee charge

The ALA Publishing Committee would like to bring to your attention the following draft proposal for a new committee charge. This proposal recommends three changes—a revision of committee responsibilities, revision to membership, and revision to the term of the committee chair. For your reference, the current committee charge is attached to this memo [below].

First, in terms of the committee's responsibilities, the committee members agreed that the existing charge does not accurately reflect the scope of the committee's actual responsibilities. For example, the current charge states that the committee provides budgetary oversight, recommends policies, and controls the ALA imprint—tasks which are beyond the expertise and knowledge of committee members. We believe that the committee would better serve ALA if its primary task involved providing an organizational unit for supporting collaboration and leveraging expertise for the various publishing activities of ALA's divisions and units.

Second, by revising the membership of the committee to include representatives from various publishing units throughout ALA divisions, the committee members would be positioned to leverage expertise, share skills, and reduce potential redundancies in operations.

Finally, we believe that because of the complexity of the committee's work, the multi-year time frame of publications, and the rapidly evolving publishing arena, the committee and ALA would be better served

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with a chair who served a multi-year term. Each chair would serve one year as chair elect or co-chair prior to taking on the role of chair in their second year. This arrangement ensures that each incoming chair is well-versed in the work of the committee and the publishing activities of ALA.

This proposal meets the following goals:

- Defines the scope of work of the committee to support current practices and ensure clear expectations
- Shows through the charge how member volunteers will be able to use their skills to support and help improve ALA Publishing's work, making recognizably meaningful contributions
- Ensures productive outcomes for ALA Publishing
- Attracts a greater diversity of volunteers who bring passion, skills, and subject matter expertise to share, and who want to roll up their sleeves and be engaged in meaningful, hands-on work
- More accurately represents the work of the committee and more appropriately guides the work of future committee members, better serving all ALA members.

## Suggested revised charge of the ALA Publishing Committee

The ALA Publishing Committee brings together a diversity of members to share their expertise and experience in helping identify the content most needed and desired by the field, the most appropriate channels for disseminating that content, and continuous improvement in related business practices. The committee includes representatives from imprint-specific committees, advisory boards in divisions or other ALA units across ALA, and other units at ALA with publishing activities, including but not limited to the American Libraries Advisory Committee, the Booklist Advisory Board, an Editions/Neal-Schuman Advisory Board (not yet existing), the ACRL Publications Committee, and the Core Publications Coordination Committee.

Committee members are charged with engaging with ALA's published content and channels to develop sufficient familiarity to provide regular review and feedback. Committee members report on the publishing activities of the unit they represent and review products to ensure that they express ALA values and reflect the needs of the community they serve.

The committee has an advisory role in appropriate use and protection of the ALA imprint. The committee advises on balancing current products and innovation to help ALA meet its current financial and strategic goals, including in the areas of EDI and sustainability. It also advises on consistency across ALA and opportunities for greater standardization and minimizing duplication. The committee mediates any conflicting practices, inconsistencies, or irregularities it observes among the units its members represent. It also recommends policies on publishing for the approval of Council if revision or new policies are needed.

The Publishing Committee administers the [Carnegie-Whitney Grant](#).

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The committee makes recommendations through the BARC/Finance & Audit representatives to the committee for the appropriate association budget and planning committees.

Possible structure for consideration:



## Current charge of the ALA Publishing Committee

To set the framework within which ALA publishing operates by overseeing the publishing activities in all formats (print, electronic, etc.) of ALA and its publishing services department by establishing liaisons with the publishing activities of all committees and units of the association, by educating these committees and units regarding ALA publishing policies and the use of the ALA imprint, and by mediating conflicting publishing policies among these committees and units. To provide budgetary oversight to the ALA publishing services department and make recommendations to appropriate association budget and planning committees. To recommend policies on publishing products and services for the approval of council. The ALA publishing committee has the responsibility for control of the ALA imprint. To implement this charge, the publishing committee will: set the framework within which ALA publishing operates; recommend policies on publishing products and services, including the use of the ALA imprint, for the approval of council; advise and assist all committees and units of the association in their publishing activities. Provide budgetary oversight and make recommendations to appropriate association budget and planning committees. The Publishing Committee administers the [Carnegie-Whitney Grant](#). More information about the grant is available at [Carnegie Whitney Grant Guidelines](#).

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