



Global Headquarters  
331 South Patrick Street  
Alexandria, VA 22314 USA  
1-703-647-4900  
Fax: 1-703-647-4901  
[www.sla.org](http://www.sla.org)

**TO:** SLA Board of Directors  
**FROM:** Doris Helfer, Chair, Information Outlook Advisory Council  
**DATE:** 4 November 2009  
**RE:** Annual Report of Information Outlook Advisory Council

**BACKGROUND:** SLA President Gloria Zamora formed the Information Outlook Advisory Council (IOAC) in June 2009 to improve the content of *Information Outlook* and therefore its value to information professionals. She appointed eight SLA members to the council:

- Doris Helfer, Chair
- Susan DiMattia
- Stuart Hales, staff
- Dennie Heye
- Betty Jo Hibberd
- Jill Hurst-Wahl
- Renee Pope
- David Shumaker
- Tony Stankus

The IOAC is charged with helping set the editorial content and direction of *Information Outlook*. Specifically, the IOAC is expected to perform the following functions:

- Collaborate with the *Information Outlook* editor to recommend theme topics for future issues;
- Recommend specific articles that fit within the theme topics;
- Suggest authors for articles (both theme articles and features); and
- Review article proposals and provide feedback to the editor.

**ACTIONS IN 2009:** The IOAC held its inaugural meeting on 14 June at the 2009 SLA Annual Conference. We identified issues we felt deserved exploration in the magazine and discussed how to operate and communicate as a group.

We have since established a wiki for projects such as the editorial calendar and the survey of SLA members; for quick feedback on article proposals, we use e-mail. Council members have actively responded to the editor's requests for input, both on the strategic level and on day-to-day matters.

In early November, SLA members were invited to complete an online survey about *Information Outlook*. The survey answers will provide the IOAC and the editor with guidance on how to improve the magazine and increase its value to information professionals.