

**TO:** ALA Executive Board

**RE:** Implementation Plan/Progress, ALA Strategic Direction: Information Policy

**ACTION REQUESTED/INFORMATION/REPORT:**

Discussion of recent progress and directions for the coming months.

**ACTION REQUESTED BY:**

Jamie LaRue, Director, Office for Intellectual Freedom

Alan S. Inouye, Director, Office for Information Technology Policy

**CONTACT PERSON:**

Alan S. Inouye, 202-276-6738, [ainouye@alawash.org](mailto:ainouye@alawash.org)

Jamie LaRue, 720-530-4294, [jlarue@ala.org](mailto:jlarue@ala.org)

**DRAFT OF MOTION:**

None

**DATE:** October 11, 2016

**BACKGROUND:**

The previous report and discussion about the information policy strategic direction took place at the April 2016 Executive Board meeting. The current report and discussion provide a summary of progress since that meeting.

**ATTACHMENTS:**

Progress Report on Information Policy

## PROGRESS REPORT ON INFORMATION POLICY

Since the April 2016 report to the Executive Board, we've made progress on several of ALA's information policy strategies as articulated in the Strategic Directions. The developments below are keyed to these strategies.

*STRATEGY 1: Develop and revise positions and strategies for each information policy issue based on ALA values and priorities and substantive (facts and data) and analysis of threats and politics.*

To influence the policies of the next Presidential Administration, ALA is engaging the respective campaigns, in coordination with the 45-115 ALA Federal Initiative. A statement was developed and disseminated to the Republican and Democratic Party Platform Committees. The development of 3-pagers is in process that highlight the value of libraries and library professionals in contributing to the advancement of national goals. Topics include entrepreneurship, veterans, copyright, broadband, and a number of others. Upon completion, the 3-pagers will be disseminated to the transition teams and the larger national policy community and can be used for subsequent policy advocacy in 2017 and with modest revision, in years to come.

Choose Privacy Week, held from May 1-7, saw the development of resources for teaching, new privacy guidelines to improve reader privacy protections for students, and guidelines for ebook lending and digital content vendors. All are now available online, and have garnered significant attention. Our intended outcomes are the adoption of these guidelines in schools and in the vendor community.

*STRATEGY 2: Develop and maintain information policy messaging and mechanisms to communicate with all relevant audiences.*

In the spring, we held ALA's first-ever National Policy Convening for Libraries in Washington, D.C. The day and a half event was chaired by then-President Sari Feldman and co-sponsored by Google, the Bill & Melinda Gates Foundation, and the Arent, Fox law firm. Topics included youth engagement technology, advancing economic opportunity in communities, and future directions for the Library of Congress. The number of attendees at the sessions varied from 40 to 90.

ALA will be holding two post-election policy sessions in Washington, D.C. in mid-November, chaired by President Julie Todaro. One session will focus on economic opportunity, which will be held at the Google Washington office with our partner The Internet Association. The other session will convene key federal library stakeholders and allies to discuss perspectives and plans for the coming year and provide opportunity for networking.

ALA held the 42<sup>nd</sup> National Library Legislative Day in Washington, with over 400 library supporters in attendance. Attendees had the opportunity to hear from keynote speaker and

former Member of Congress Rush Holt, and also heard from a number of expert speakers. Panels included an issue briefing with Washington Office staff, training on press, media, and holding productive meetings with legislators, and tips on how to keep libraries in the spotlight. One full day was devoted to Hill meetings with participants' congressional offices.

**Banned Books Week**, September 25 - October 1, focused on the theme of "Stand Up For Your Right To Read" and highlighted the challenges to titles by diverse authors regarding diverse themes. The ALA Office for Intellectual Freedom (OIF) also leveraged Banned Books Week to discuss its "Our Voices" campaign, developed in cooperation with the Office for Diversity, Literacy, and Outreach. Our Voices launched its website, and will be a platform for the greater connection between libraries and diverse, high quality, locally produced literature. PAO tracked more than 1,176 articles/mentions during this reporting period which resulted in a circulation rate of more than 2.8 billion. PAO secured an op-ed from OIF supporter and Young Adult Author I.W. Gregorio, which was placed with Publishers Weekly. The op-ed appeared on Publishers Weekly website and various newsletters reaching more than 90,000 publishing/library industry subscribers. PAO also worked closely with OIF to secure coverage and vetted more than 20 interview and information requests from a variety of media. Coverage highlights included TIME, The Guardian (UK), TIME for Kids, National Geographic, CNN.com, Quartz, Bloomberg News, Washington Post, Houston Public Radio, Atlanta Public Radio, Voice of America Radio, and the New York Times.

On September 15, the Office for Intellectual Freedom teamed up with AL Live! to host a webinar entitled "Man in the Middle: E-rate, Filtering, and CyberSecurity." Featuring Bob Bocher, Doug Archer, Mike Robinson, and Deborah Caldwell-Stone, this presentation reviewed recent changes in E-rate funding, updated technical information regarding encryption and filtering, and provided some history of ALA's policy, and law. Roughly 200 people attended the live session. The predicted outcome is an increase in libraries applying for and receiving new federal money. A write-up of the webinar can be found [here](#).

*STRATEGY 3: Lead and participate in effective coalitions, with member participation, to take action in addressing information policy issues.*

ALA representatives participated in the Republican National Convention (Cleveland) and the Democratic National Convention (Philadelphia), helping to develop our relationships for intelligence gathering and policy advocacy. ALA joined a new coalition this summer comprising major civil rights groups to influence the issues of the presidential campaigns and subsequent transition to the new Administration.

*STRATEGY 4: Initiate policy advocacy (including research) towards the attainment of ALA information policy goals.*

ALA released The People's Incubator: Libraries Propel Entrepreneurship, a 21-page white paper that describes libraries as critical actors in the innovation economy and urges decision makers

to work more closely with the library community to boost American enterprise. The paper is rife with examples of library programming, activities and collaborations from across the country.

Effective in September, Larra Clark became a deputy director of OITP and PLA. One objective for her new role is to advance our effort towards the creation of a cadre of national policy advocates from among library practitioners. The plan is to begin with public librarians and then expand to other library types.

ALA is a formal partner on three IMLS grants on youth experience, rural broadband, and blind and visually impaired users. Additionally, Rosen Publishing is sponsoring a series of videos for ALA's computational thinking project, targeted for both national decision makers as well as the library community.

*STRATEGY 5: Develop and maintain a process for coordinating information policy activities across policy topics and ALA units.*

ALA will be hosting an inauguration viewing session at the Midwinter Meeting on Friday, 11:00 a.m. in the ALA Council chamber, chaired by President Julie Todaro. Other related sessions are being planned for the conference.

In cooperation with the Office for Library Advocacy, the Office for Intellectual Freedom held its first "Advocacy Bootcamp" as a preconference for the Minnesota Library Association meeting in Duluth on Sept. 28. Additional bootcamps have been scheduled in Virginia, Texas, Florida, and Massachusetts. Our outcome here is the recruitment and training of a new generation of library leaders in the policy stands of ALA.