



**ALA COUNCIL MINUTES  
2011 ALA Annual Conference  
ALA Council/Executive Board/Membership Information Session**

**Sunday, June 26, 2011  
9:00-10:00 a.m.  
Morial Convention Center, La Nouvelle Orleans Ballroom C  
New Orleans, Louisiana**

The customary information session was held in accordance with ALA Policy 5.5.2, which states that at least one joint session of the Membership and Council with the Executive Board shall be held for information only prior to other meetings of Council and Membership. The information session was convened at 9:00 a.m. on Sunday, June 26, 2011, in La Nouvelle Orleans Ballroom C of the Morial Convention Center.

**ANNOUNCEMENTS AND INTRODUCTIONS.** President-Elect Molly Raphael convened the meeting until President Roberta A. Stevens arrived from another meeting. Upon her arrival, President Stevens presided over the remainder of the meeting.

President-Elect Raphael introduced Parliamentarian Eli Mina, and Executive Director and Secretary of the Council Keith Michael Fiels. ALA staff members assisting with the Council meeting were JoAnne Kempf, Director, Office of ALA Governance; Danielle Alderson and Alicia Bastl, Projectionists; Kathy Cortopassi, Captionist; and Lois Ann Gregory-Wood, Council Secretariat.

**BUDGET ANALYSIS AND REVIEW COMMITTEE (BARC) REPORT, ALA CD#33.1.** Mario M. Gonzalez, chair, reviewed the FY2011 budget updates; mid-year adjustments; FY 2012 plan; and the 2012 budget monitoring/contingency plans.

BARC received and accepted reports from the following task forces: Young Professionals; Future Perfect; Council Effectiveness; and the Equitable Access to Electronic Content.

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Bradbury reported that as of May 31, 2011, the ALA Endowment has grown to \$33,472,000, which is a gain of about \$1.8 million, or 5.7 percent.

Bradbury also reported on the positive performance gains of the ALA portfolio managers: 3 are at or near their benchmarks; 4 are above their benchmarks; and 4 are below but remain positive.

Bradbury then focused on the Asset Allocation Strategy, and noted that the Trustees are continuing their strategy of maintaining the current balance between equities and fixed income and reviewing other asset classes that will reduce risk and enhance performance.

As was noted in the 2011 Annual Report, the ALA Endowment has grown to \$33,472,000, which is a gain of about \$1.8 million, or 5.7 percent.

Bradbury then responded to questions from the audience.

**ALA PRESIDENT'S REPORT, ALA CD# 21.1.** In briefly highlighting some of her activities over the past 12 months, ALA President Roberta A. Stevens noted she has been talking both internationally and locally about what the 21st Century means for our society, educational institutions, and libraries.

Stevens spoke about her presidential initiatives, which included: "Our Authors, Our Advocates," which recruited popular authors to speak out for libraries through public services announcements.

As a spin-off to "authors as advocates," the Cultivating Your Local Notables online toolkit was produced. It guides libraries in developing well-known local figures or celebrities into library advocates. The toolkit is available at [www.ala.org/localnotables](http://www.ala.org/localnotables).

As a part of enhancing

Bring forward a recommended revised draft document for approval by the ALA Council at ALA Midwinter 2011.

The task force reviewed and discussed the document *Librarianship and Traditional Cultural Expressions: Nurturing Understanding and Respect, version 7.0*. It was determined it was not possible to develop a policy statement that would fully encompass all of the issues related to traditional cultural expressions (TCEs). However, ALA clearly needs guidelines and an understanding of the issues surrounding cultural materials and TCEs.

President Roberta Stevens responded that Executive Director Keith Michael Fiels and ALA President-Elect Molly Raphael (on behalf of President Stevens), had a conference call with members of the American Library Association/Society of American Archivists/American Association of Museums Joint Committee, who will be working closely together and continuing the discussion on this issue. Representations from the ALA affiliate organizations and the ALA Office for Diversity will join in these discussions. This work on this issue will continue under the auspices of the ALA Office for Information Technology Policy.

In closing, Stevens thanked everyone, including ALA staff, who dedicated their time and talent to help her promote library advocacy during her presidency, and expressed her deep appreciation to the ALA membership for allowing her to represent the association over the past year.

**ALA PRESIDENT-ELECT'S REPORT, ALA CD# 29.1.** ALA President-Elect Molly Raphael reported that her presidential focus will be on advocacy and diversity, which will be captured under the words "Empowering Voices."

The advocacy initiative seeks to identify community members to speak out for libraries, develop messages for those communities, and motivate and empower those communities to advocate for their libraries.

The diversity initiative seeks to create pathways for leadership development within ALA for members from diverse backgrounds.

Raphael also reported that the ALA Committee on Appointments (composed of ALA division presidents-elect) and the ALA Council Committee on Committees (elected Council members), were completing the committee appointments to the 36 ALA and Council committees. Raphael's written report (2010-2011 ALA President-Elect's Report) contained detailed data about the members appointed to the ALA and Council committees.

During this year, the 2010-2011 Council Committee on Committees, chaired by Molly Raphael, also developed three separate slates of candidates for ALA Executive Board, ALA Planning and Budget Assembly, and the 2011-2012 Council Committee on Committees.

**ALA EXECUTIVE DIRECTOR'S REPORT, ALA CD# 23.2.** Keith Michael Fiels reported on the following items:

"Connect with your kids@ your library" television public service campaign was launched at the ALA Opening General Session this conference. The Lifetime Cable Television Networks provided ALA with a grant to develop two television public service announcements and will provide donated air time to air them. "Connect with your kids" is designed to motivate parents to spend more time with their children at their libraries. The campaign's print media sponsor, *Scholastic Parent & Child* magazine, will donate full-color ads in six issues.

ALA's First ALA Virtual "Town Hall" was held on Wednesday, June 1, 2011, from 3:00-4:30pm CDT on the ALA i-Linc webinar platform. Discussion topics included e-books and the future of electronic access in libraries, a presentation by President Roberta A. Stevens on advocacy initiatives during the past year, a financial report from Clara Bohrer, incoming chair, ALA Budget Analysis and Review Committee; and an update from ALA Executive Director Keith Michael Fiels on the "State of the Association" and

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**ALA Council I  
Sunday, July 26, 2011  
10:45 a.m.-12:15 p.m.  
Morial Convention Center, La Nouvelle Orleans Ballroom C  
New Orleans, Louisiana**

The first meeting of the ALA Council during the 2011 ALA Annual Conference was convened at 10:45 a.m. on Sunday, June 26, 2011, in the Morial Convention Center, La Nouvelle Orleans Ballroom C.

**NOMINATIONS FOR THE 2011-2012 COMMITTEE ON COMMITTEES (COC), ALA CD#12.**

President-Elect Molly Raphael, Committee on Committees (COC) chair, presented the slate of candidates for the 2011-2012 Council Committee on Committees Election: Valerie P. Bell; Nicolas (Nick) H. Buron; Aaron W. Dobbs; Peter D. Hepburn; Sara Kelly Johns; Vicky Lee Schmarr; Patrick Sweeney; and Shixing Wen. Four (4) Councilors will be elected for one-year terms (2011-2012). There were no floor nominations.

**NOMINATIONS FOR THE 2011-2012 PLANNING AND BUDGET ASSEMBLY (PBA), ALA CD#12.1.** President-Elect Molly Raphael presented the slate of candidates for the 2011-2012 Planning and Budget Assembly Election: *Councillors-at-Large*: Karen E. Downing; Loida A. Garcia-Febo; Sol Antonio Gomez; and Susan Roman. Two (2) Councilors-at-Large will be elected for two-year terms (2011-2013). There were no floor nominations.

*Chapter Councilors*: Alexia Hudson; Cynthia Czesak; Sara F. Jones; Terri G. Kirk; Suzanne Goodman; and Sue Sherif. Three (3) Chapter Councilors will be elected for two



**IMPLEMENTATION OF ALA MIDWINTER MEETING COUNCIL ACTIONS, ALA CD#9.1.**

Executive Director Keith Michael Fiels presented a written report and called for questions regarding the report.

**ALA CHAPTER RELATIONS TASK FORCE REPORT, ALA CD#43.** Annelle Huggins, chair, reported that the task force, appointed by President Roberta Stevens, was charged: (1) to prepare recommendations related directly to the purpose of the Chapter Relations Committee; (2) to identify the integral components of ALA and the chapters and how they can help each other; (3) to evaluate the Chapter Relations Committee's structure and operations; and (4) to recommend ways to increase the committee's effectiveness and activity.

During its discussions, the task force reviewed the Chapter Relations Committee's 2008 Chapter Needs Assessment Survey. A synthesis of the survey results is provided in the report, which indicates that "Communication" is a major concern of the membership.

The task force proposed specific recommendations for the following:

4.

1.

**ALA COUNCIL II  
Monday, June 27, 2011, 9:15am-12:45pm  
Morial Convention Center, La Nouvelle Orleans Ballroom C  
New Orleans, Louisiana**

The second meeting of the ALA Council during the 2011 ALA Annual Conference was convened at 9:15 a.m. on Monday, June 27, 2011, in the Morial Convention Center, La Nouvelle Orleans Ballroom C.

**QUORUM.** A quorum was established at the beginning of each meeting.

**ESTABLISHING THE AGENDA, ALA CD#8.6 Revised.** By *CONSENT*, Council adopted ALA CD#8.6 Revised, *6/16/11, 5:08pm* as amended to include the following item under "new business:" Resolution on Revised Guidelines for the ALA Intern Program.

**POLICY MONITORING COMMITTEE (PMC) REPORT, ALA CD#17.1.** Councilor

**Advocacy for Libraries and the Profession**

The association actively works to increase public awareness of the crucial value of libraries and librarians, to promote state and national legislation beneficial to libraries and library users, and to supply the resources, training and support networks needed by local advocates seeking to increase support for libraries of all types.

**Diversity**

Diversity is a fundamental value of the association and its members, and is reflected in its commitment to recruiting people of color and people with disabilities to the profession and to the promotion and development of library collections and services for all people.

**Education and Lifelong Learning**

The association provides opportunities for the professional development and education of all library staff members and trustees; it promotes continuous, lifelong learning for all people through library and information services of every type.

**Equitable Access to Information and Library Services**

The Association advocates funding and policies that support libraries as great democratic institutions, serving people of every age, income level, location, ethnicity, or physical ability, and providing the full range of information resources needed to live, learn, govern, and work.

**Intellectual Freedom**

Intellectual freedom is a basic right in a democratic society and a core value of the library profession. The American Library Association actively defends the right of library users to read, seek information, and speak freely as guaranteed by the First Amendment.

**Literacy**

The ALA assists and promotes libraries in helping children and adults develop the skills they need-the ability to read and use computers-understanding that the ability to seek and effectively utilize information resources is essential in a global information society.

**Organizational Excellence**

The association is inclusive, effective and responsive to the needs of ALA members.

**Transforming Libraries**

ALA provides leadership in the transformation of libraries and library services in a dynamic and increasingly global digital information environment.

(Approved annually since 1997 by the ALA Council as the "programmatic priorities" of the Association. See "Policy Reference File": ALA Strategic Plan 2011-2015, ALA CD#32.6

### 1.5 Goals and Objectives:

*The **Goals and Objectives** represent strategic areas of focus for the next three to five years. The goals articulate the outcomes ALA would like to achieve and answer the question, "What will constitute future success?" The achievement of each goal will move the organization toward realization of its envisioned future. The goals are not necessarily identified in priority order.*

*Objectives provide direction on how ALA will accomplish its articulated goals. Objectives are considered in the 3-5 year planning horizon.*

#### **Goal Area: Advocacy, Funding and Public Policy**

**Goal Statement:** ALA equips and leads advocates for libraries, library issues and the library profession, and plays a key role in formulating legislation, policies and standards that affect library and information services.

#### **Strategic Objectives:**

1. Increase public awareness of the value and impact of all types of libraries and the important role of librarians and other library staff.
2. Increase research and evaluation documenting the value and impact of all libraries.
3. Increase resources and training for advocates seeking to secure increased funding and support for all libraries.
4. Lead advocacy for crucial library issues such as literacy, intellectual freedom, privacy, fair use, preservation of our cultural heritage, information literacy, equity of access, and permanent no fee public access to government information.
5. Increase ALA's role in the formulation of library-related local, state, national, and international legislation, policies and standards.
6. Increase collaboration and alliances with organizations at all levels to advance legislation and public policy issues affecting libraries, librarians and information services.
7. Use new technologies to build greater public understanding and support for libraries of all types.



**Strategic Objectives:**

1. Increase member and staff innovation and experimentation in the creation of new opportunities for face to face and virtual engagement.
2. Increase member engagement by identifying and eliminating barriers to participation and through technological innovation.
3. Develop new models to recognize member contributions in a changing association.
4. Continue to enhance a web presence that engages members and the public.

**Goal Area: Organizational Excellence**

Goal Statement: ALA operates effectively, efficiently, creatively and in a socially responsible fashion to accomplish its mission.

**Strategic Objectives:**

1. Develop and sustain the resources required to ensure the vitality of the association, its programs and services.
2. Enhance the association's organizational structure to meet the changing needs of members, libraries and the users they serve.
3. Assess and continuously improve products and services to better serve current members and to attract new members.
4. Strengthen support for and collaboration with Chapters and Affiliates.  
(See "Policy Reference File": ALA Strategic Plan 2011-2015, ALA CD#32.6)

**Item #2.** Based on ALA CD#35, Clarification within Job Listings as to the Presence or Absence of Domestic Partner Benefits (Midwinter Meeting, 2011) submitted by ALA Councilors Peter Hepburn and Larry Romans and He9829(o)-10(r)p1(t)-5(er)(d)1( col)1(§ew 3.61er)-20(c/TT3





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That ALA Bylaws, Article II, Section 4 be revised to read as follows (the underlined sentence is the addition):

Bylaws, Article II, Section 4. Membership Meetings.

A membership meeting consists of the voting members of the Association with authority to

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- a. Staff investigate the feasibility of modifying the member volunteer interest form to include ways for members to indicate their willingness to serve as a member who can participate electronically/remotely.
- b. BARC and staff investigate the cost of conducting a pilot study to support x number of committees to experiment with a hybrid meeting process in which some committee members meet face-to-face at the Midwinter Meeting and the Annual Conference while other members simultaneously participate in those meetings electronically/remotely. COO recommends that the pilot run for two years so that it can assess the effects, if any, of committee membership turnover at the end of the first year. (COO does not know if any of these costs were calculated after Council approved provisions of the Electronic Participation Task Force recommendations in 2008. If so, these estimates can be updated.)
- c. Staff determine how much, if any, of this can be implemented for the member volunteer cycle that begins when the volunteer form goes live on August 4, 2011.
- d. Staff establish a feasibility time line for implementation of the pilot study.
- e. Staff and the ALA president-elect who will make committee appointments effective for year one of the pilot (either serving in 2011-12 or in 2012-2013) select committees to participate in the pilot study.
- f. Staff devise a plan to assess the results of the pilot study and its cost implications if it is judged a success and were extended to all ALA and Council committees.

**COUNCIL EFFECTIVENESS TASK FORCE (CETF) REPORT, ALA CD#45.** James R. Rettig, chair, reported that in the fall of 2010 ALA President Roberta Stevens appointed the Council

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**ALA COUNCIL III  
Tuesday, June 28, 2011, 8:00a.m.-12:30 p.m.  
Morial Convention Center, La Nouvelle Orleans Ballroom C  
New Orleans, Louisiana**

The third meeting of the ALA Council during the 2011 Annual Conference was convened at 8:00 a.m. on Wednesday, June 28, 2011, in the Morial Convention Center, La Nouvelle Orleans Ballroom C.

**QUORUM.** A quorum was established at the beginning of each meeting.

**ESTABLISHING THE AGENDA, ALA CD#8.7 Revised 6/27/11, 10:30pm.** By *CONSENT*, the Council III agenda was adopted as amended to include the following resolutions under "new business": Resolution to Endorse the United Nations 16 May 2011 Report of the Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression, ALA CD#51; and Resolution to Adopt ALA Connect as the Office Communication Channel for Official Association Business, ALA CD#52.

**MEMORIALS.** Council Policy 5.3 (15) provides that memorials, tributes, and testimonials will be presented at the beginning of the last session of Council. Memorials were adopted for Edward Swanson, M-5; Patricia Wilson Berger, M-6; Christy Tyson, M-7; Peg Oettinger, M-8; Norman Horrocks, M-9; Virginia H. Mathews, M-10 and M-15; Diane Gordon Kadanoff, M-11; Linda Jean Owen, M-12; Herbert Goldhor, M-13; Ursula Meyer, M-14; and Lane S. Thompson, M-16.

**TRIBUTES.** By *ACCLAMATION*, Council adopted the following tributes: Lee Denney,











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ALA CD#20.11, Resolution to Increase Funding for the Library Service and Technology Act (LSTA), which read: "The American Library Association urges the United States Congress and the President to fund the Library Service and Technology Act (LSTA) at \$232 million for FY 2012 as authorized in December 2010."

ALA CD#20.12, Resolution to Include Libraries in the Workforce Investment Act (WIA), which read: "That the American Library Association (ALA) urges the United States Congress to include libraries in its reauthorization of the Workforce Investment Act (WIA). Libraries should be eligible to receive funds to serve as, or partner with, one-stops and workforce development providers. ALA also urges that Congress encourage state and local workforce boards to include librarians because of their expertise in providing digital literacy training."

**INTERNATIONAL RELATIONS COMMITTEE (IRC) REPORT**

Sha Li Zhang expressed her committee's appreciation to the International Relations Office staff, Michael Dowling and Delin Guerra, for their continued efforts and time in assisting with the many activities and programs of the International Relations Committee and the International Relations Round Table.

**COUNCIL EFFECTIVENESS TASK FORCE REPORT, ALA CD#45.** James (Jim) R. Rettig, chair, reintroduced his report and subsequent recommendations. Although, Council action would be sought only on recommendations 3.2, 5.1, and 6.4, all recommendations outlined in CD#45 were reviewed one-by-one in order to allow Council an opportunity to discuss each of them. Rettig noted that most of the task force's recommendations are very open ended. They do not readily lend themselves to formulation as resolutions to be voted on; rather, they offer suggestions for the ways in which Council can modify or expand its procedures in the ways it conducts its business.

In line with ALA policy 5.5.4: "Matters and reports of a purely informational nature will be distributed to Council in writing. Oral reports will be confined to matters requiring Council action or which are requested by the Council or by the Executive Board", CETF Recommendation 4.1, points out the Freedom to Read Foundation has reported even though it has proposed no action items for Council. Furthermore, since the FTRF is a separate organization, it is not clear whether it is within its authority to present an action item to the ALA Council. Council has well established means for distributing information prior to, as well as during, its Midwinter Meetings and Annual Conferences. Additionally, the Council agenda review provides a mechanism for Councilors who choose to propose an exception to policy 5.5.4, as well as a response mechanism for Councilors who disagree.

Councilor June Pinnell-Stephens suggested that Recommendation 4.1 be amended to remove the reference to the FTRF from the CETF report. Pinnell-Stephens pointed out that if only action reports are orally presented to Council, critical and legal issues identified in information reports would never be brought to Council's attention.

Councilors June Pinnell-Stephens and Barbara Stripling moved and following an in-depth discussion, Council

***DEFEATED***, A motion to edit CETF Report to delete the "Freedom to Read Foundation" from Recommendation 4.1.

Pinnell-Stephens pointed out that the ALA Council requests a report at each annual and midwinter conference from the Freedom to Read Foundation (FTRF). Pinnell-Stephens strongly urged the continuation of the oral FTRF presentation at the Council meetings even though the Foundation will never bring an action item to the Council floor.

By ***CONSENT***, It was agreed that the Council would continue to receive an oral report from the Freedom to Read Foundation. In discussing where the FTRF report should be presented, it was suggested that this report should be presented at the Council/Executive Board/Membership Information Session where it would receive a broader audience.

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The ALA Council also ***ADOPTED***, the following action items contained in ALA CD#45, Council Effectiveness Task Force Report, Items #3.2, 5.1, and 6.4:

Item 3.2

To amend provision #6 of the "Content" section of Policy 5.3 to state "Resolutions should clearly support ALA's Strategic Plan as well as its mission and/or its core values; and add to the "Process" provisions of Policy 5.3, the statement that "A supplemental explanation consisting of one or more

and the Membership Meeting at the Annual Conference include the president's report, president-elect's report, and the executive director's report. Reports from BARC and the Endowment Trustees are also desirable. If this report's recommendation in Appendix C is implemented, the executive director's report can include information about the ALA-APA. The Task Force further recommends that the Committee on Membership Meetings confer with the Executive Board's Executive Committee on the agenda for this meeting, the amount of time required to accommodate that agenda, and how to accommodate resolutions as described in the part of Policy 7.4.10 that is untouched by this amendment to Policy 7.4.10. If recommendations explained in Appendix C of the CETF Report are implemented, the executive director's reports should include information about ALA-APA.

**Item 6.4**

Directs the ALA executive director to develop a proposal and budget to enable the ALA Council to conduct a self-assessment of its effectiveness.

**NEW BUSINESS:**

**ALA CD#51, RESOLUTION TO ENDORSE THE UNITED NATIONS 16 MAY 2011 REPORT OF THE SPECIAL RAPPORTEUR ON THE PROMOTION OF THE RIGHT TO FREEDOM OF OPINIONS AND EXPRESSION.** Councilors Aaron Dobbs and Patrick Sweeney moved and Council

*ADOPTED*, ALA CD#51, Resolution to Endorse the United Nations 16 May 2011 Report of the Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression, which read: "That the AmeTw 12.41(n)1312(d)-12(d)9 0 Tml 00514(c)-3-10(m)-3(o)0(s)i 73(h)