

Date: July 15, 2009

To: Ruth Solie, Executive Director NLLN

From: Stacy Voeller

Re: Report for NLLN Professional Engagement Award for the Presentation, "The Secret Life of our Data: Privacy in the Digital Age," at the ALA Annual Conference, July 2009, Chicago

Thank you so much for the support of the Professional Engagement Award for my presentation at the American Library Association Annual Conference in Chicago. It was a great honor to be asked to speak as part of this panel, and as much of an honor to receive this award through NLLN. As documentation of this activity, I have included the following:

1. the bibliographic information for the article I wrote two years ago on my research of privacy policies;
2. the email invitation to be part of this program;
3. the information for the article in Cognotes written about our session; and
4. the information for the presentation on the RUSA website.

### **Bibliographic Reference**

Voeller, S. (2007). Privacy Policy Assessment for the Livingston Lord Library at Minnesota State University Moorhead. *Library Philosophy and Practice*, 2007, p. 1-29.

<http://www.webpages.uidaho.edu/~mbolin/voeller.pdf>

### **Program Invitation**

Ms. Voeller,

I am writing on behalf of the Legislation and Licensing Committee of the Reference and User Services Division (RUSA) of the American Library Association (ALA). We are putting together a program, "The Secret Life of our Data: Privacy in the Digital Age" for the ALA Annual Conference in Chicago, July 2009, and are interested in having you speak as part of it. For a long time, librarians and ALA have considered themselves to be defenders of a library user's right to privacy about their personal information, especially regarding their reading and research. As information spreads through the Internet, whether through social networking or through the use of online library services, it has become difficult for library staff to know what needs to be defended and where best to put energy into informing users about their privacy rights and issues. Your article, *Privacy Policy Assessment for the Livingston Lord Library at Minnesota State University Moorhead*, provides a great framework for libraries to take a close look at and revise their own privacy policies.

Through our program, we hope to give the attendees a fundamental understanding of how information privacy has changed in recent years. We hope to help them redefine their role in educating users about information privacy in this age and acting as effective defenders of users' rights.

Our plan for the program is to have 3 or 4 speakers for 20-30 minutes each to cover these privacy related issues:

- General overview of privacy in today's digital environment. Lillie Coney, Associate Director from EPIC ([www.epic.org](http://www.epic.org)) will address the broad picture of the legal and social information privacy issues.

- How user related data moves around - Libraries share data about user's information needs frequently in their daily business, whether they are aware of it or not. Though using services hosted by commercial vendors, handling interlibrary loan requests, and providing access to thousands of licensed resources on the Web, libraries expose user data to many places that they no longer have direct control over. We have a data transfer expert, from the OCLC ([www.oclc.org](http://www.oclc.org)) organization address these issues, especially from a library perspective.

**- Law enforcement issues and library policies around information privacy - Here is where we see you rounding out our program very nicely. We think that your research and experiences will be helpful as librarians seek to make some improvements at their institutions.**

The program will run on Saturday, July 11, 2009 from 1:30 to 3:30. We have a fairly small budget for the program, so we are not able to cover most expenses, though we may be able to make a request to the RUSA-STARS organization if needed.

Please get back to me via e-mail ([jtk1@cornell.edu](mailto:jtk1@cornell.edu)) or phone (607) 255-5680 if you have any questions or suggestions. We think your perspective will be an essential part of this program. Please let me know if you are interested and able to participate in the program.

Thank you,

Jesse Koennecke  
Program Chair, RUSA-STARS Legislation and Licensing Committee Program

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Jesse Koennecke  
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## **Cognotes Article**

Ikuta, K. "The Secret Life of Our Data." Cognotes [Chicago, IL] 14 July 2009:41. Cognotes. American Library Association.

<[http://www.ala.org/ala/conferencesevents/upcoming/annual/2009/20090714Cognotes\\_Part2.pdf](http://www.ala.org/ala/conferencesevents/upcoming/annual/2009/20090714Cognotes_Part2.pdf)>

## **RUSA Website**

Information about our program is not yet posted to the RUSA STARS website, but we were told it was being taped for purchase. The events section of their website can be located at <http://www.ala.org/ala/mgrps/divs/rusa/sections/stars/events/index.cfm>

## NLLN Awards for Professional Engagement Activities

### Statement of need

Northern Lights Library Network advocates for and strengthens all libraries by supporting library professionals in our region who devote time and service to the ongoing work of the profession. These activities take place in many different forms, but it is work above and beyond the daily job and is not continuing education in nature. These activities are considered acts of professional engagement and serve to strength the profession. This work is a benefit to the entire library community.

### Goal

In order to encourage professional engagement, particularly by early career librarians, NLLN will promote this kind of professional engagement and provide encouragement through financial support. NLLN feels that the financial responsibility for this work should not fall exclusively on the individual or on the institution for which the individual may work. These funds acknowledge that the work of librarians to strength their profession and to improve libraries is important and essential work.

### Guidelines

NLLN will provide up to \$1,000.00 per year per individual professional working in an NLLN member library to supplement the overall cost of professional engagement activities.

Professional engagement activities may be regional, state, national, or international. These may be one-time events or ongoing engagement. Examples of eligible activities include such things as holding state or national office in a professional library organization, participating in the committee work of state/national/international professional organizations, participating in task forces and forums pertinent to the library community as a whole, or being a spokesperson on behalf of libraries in a larger arena.

NLLN funds are supplemental in nature and are not intended to cover the entire cost of participation.

An individual may apply by submitting a **Proposal for Funding** to the NLLN Continuing Education Scholarship and Professional Engagement Funds Review Committee. Proposals will include a statement outlining the scope of proposed activities and anticipated value/outcomes of these activities, reason for requesting funds, applicant's institutional/organizational affiliations, and other funding sources that will support participation, including personal and institutional support. Funding may be used for travel, lodging, meals, and incidental expenses.

Each recipient will provide NLLN with written reports on their activities and how these activities have benefited the profession as a whole and/or the library community at large. These written reports will be made available to the larger library community via meetings, conferences, special presentations, and will be posted on the NLLN website.

Funds will be paid out as a reimbursement for expenses approved in the funding proposal. Reimbursement requests must be submitted on the proper form and with receipts. A written report on the professional engagement activity must accompany the request for reimbursement.

NLLN Professional Engagement Awards  
Proposal for Funding FY 2009

Name: Stacy L. Voeller  
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Library 119  
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City, State, Zip code: Moorhead, MN 56563

E-mail address (work): voeller@mnstate.edu

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Telephone (work): (218) 477-2348

Telephone (home): (218) 287-4918

Other contact information (optional) (Twitter, Facebook, NING, LinkedIn): N/A

[Use as much space as necessary to complete these questions.]

1. Statement of Proposed Activity. Please include the scope of the activity, frequency, your role in this activity, and how you will participate (in person, virtual).

Scope: Present at American Library Association's Annual Conference in Chicago, 2009.

Frequency: One time.

Role: I accepted an invitation to be one of the presenters for (the preliminary program information follows):.

**The Secret Life of Our Data: Privacy in the Digital Age**, at the American Library Association Annual Conference in Chicago. The RUSA-STARS Committee on Legislation and Licensing and I truly appreciate the time, effort, and knowledge you are willing to share with the attendees.

I wanted to introduce you to each other, get everyone on the same page regarding the program, and address a few administrative details.

**When:** The program is scheduled for 1:30-3:30 on Saturday July 11, 2009.

**Where:** Room W-474 of the McCormick Place West (Conference Center)

**What:** Our program is intended to give attendees an overview of information privacy in today's socially networked world and link that to practical things they can do in their institutions to protect their patron's information privacy in accordance with library tradition. Libraries share and store considerable amounts of data about user's information use in their daily business, whether they are aware of it or not. Through using services hosted by third parties, transferring interlibrary loan or other information requests, and providing access to thousands of licensed resources on the Web,

libraries expose user data to many places that they no longer have direct control over. We want attendees to get a better understanding of how people and institutions use their personal information to interact, how that information moves around, and steps we can take in our libraries to help inform and protect our patrons.

**Who:** I plan to introduce you all at the beginning, then move right on to all of you. We are hoping to have each of you speak to your topics for 20-30 minutes, then open up to questions and discussion for the remaining 30+ minutes. The speakers and general topic areas are listed below. Please let me know if I have not represented your topic accurately, or if you think there is a different direction you could take.

**Lillie Coney** - Associate Director - Electronic Privacy Information Center (EPIC) - Will address our digital lives and the broad legal and social implications for the right to privacy. "I have lectured and spoken on this topic and would be interested in looking at the cutting legal and policy challenges that must be resolved to delineate our personal and professional lives. My presentation will be on legal issues raised by employer surveillance of employee communication, the efforts to gain access to the identity of posters of information, and social networking's ability to enhance political participation."

**Mike Teets or Andy Dale** (by way of Christa Starck) - OCLC - They can address identity and security in the interactive Web and how these relate to information privacy for individuals. Coming from OCLC, they are especially familiar with this from a library service perspective.

**Stacy Voeller** - Assessment of Dragon Core & Electronic Resources Librarian - Minnesota State University Moorhead - As "owners" of significant amounts of data about people's information access and use, libraries have a responsibility to make efforts to protect the privacy of their patrons. Stacy can address the steps libraries can and should take to develop good policies for interacting with law enforcement or other requests for private information. Her article, "Privacy Policy Assessment for the Livingston Lord Library at Minnesota State University Moorhead" in *Library Philosophy and Practice* can be viewed at <http://digitalcommons.unl.edu/libphilprac/151>

**How:** In person as well as preparation time leading up to conference for PowerPoint Presentation and handouts.

2. Statement of Value. Please let us know why this activity is important to the library profession and/or the larger library community.

This activity is a continuation of the work I did as part of my final project for my second Masters' Degree in Public, Health, and Human Service Administration from MSUM in 2006. Other work surrounding this topic included presenting a MSUM Academic Affairs Deans' Lecture entitled: "*What's the big deal? Confidentiality & its implications for libraries & the University community*" on Thursday, February 9, at 3:30 pm. The lecture included a discussion of how the mix of confidentiality and libraries are not a new combination, but the events of 9/11 and the passage of the USA PATRIOT Act have given libraries cause for concern. Libraries need to ensure that confidentiality and other relevant policies are up-to-date, and the University community needs to be informed. Other implications for higher education, including intellectual freedom, were also discussed. Several items of note happened because of this lecture, and included:

- Newspaper article in the Fargo Forum newspaper entitled "Libraries lock down for privacy";
- Newspaper article in MSUM's student newspaper, The Advocate;
- Lead news story on MSUM's student-run news station, Campus News;
- 20-minute live interview on Scott Hennen's Hot Talk; and
- Segment with reporter Kevin Wallevand on WDAY evening news.

There are a number of privacy-related programs scheduled for this conference, including the ALA President's Program, so this presentation will be very timely. Many librarians are still not fully aware of all of the potential ramifications of what the USA PATRIOT Act really means, and this is an opportunity to provide this information in a no-nonsense format.

3. Statement of Outcomes. Please let us know what the expected results of this activity will be and how the outcomes will affect the NLLN library community and/or strengthen the profession.

The expected results of this activity will be adding to my record of publication for my personal job responsibilities and will support my future request for promotion to full professor at MSUM. An obvious outcome will be the program presentation at conference, and the potential to reach a large audience of important stakeholders who are ALA members. Serving in this fashion as a librarian from a smaller school in a smaller community also demonstrates that any librarian can be active in our professional organization and can strengthen the opinion of those of us working in the smaller communities.

4. Sharing this activity. Please let us know how you will share your participation in these activities with others in the library community and NLLN region.

I hope to include this as an article in Cognotes, barring a complete conflict of interest. I will also be available for talking about this topic at a NLLN event if Executive Director Ruth Solie's choosing.

While I do receive financial support every year from my employer per my contract, I use that money to pay for my ALA Membership, my PhD program at UND, and for textbooks. That amount currently is \$1300, and does not go very far in covering many of these expenses.