YOUR GUIDE TO THE 2014 ELECTIONS
MESSAGE FROM ALA EXECUTIVE DIRECTOR
KEITH MICHAEL FIELS

Voting is one of the most important things you can do as a member of the American Library Association. This is because the officers you elect will make a real difference:

The President of the Association will serve as the public voice of the Association, of libraries of all types and all across the nation, and of American libraries around the world. The president represents us as members and the library users we serve, doing hundreds of media interviews and speaking with dozens of groups each year. A new president-elect is elected every year.

The Treasurer helps chart the financial future of the Association, and makes sure that our dues dollars get the maximum “bang for the buck.” They work closely with member advisory groups and staff to guide the Association through financial ups and financial downs, and help support our work for libraries and the public by sustaining a strong Association. The treasurer position appears on the ballot every three years. There is no treasurer position on this year’s ballot.

The 186 Councilors are responsible for setting the broad policies that shape our Association’s public positions and direction. Whether we’re talking...
about intellectual freedom, the privatization of libraries or e-books, Councilors weigh all of the factors and make sure that the Association takes stands that are important to libraries and to the public we serve.

All of these elected officers represent you and your interests. The good news—You get to pick them!

So your vote is very, very important.

This Online Election “Booklet” is designed to provide:

- Some insights about the Presidency and Council.
- Some Council “myth busters” and some examples of Council’s recent resolutions relating to libraries.
- Easy-to-find information about the candidates.
- Voting instructions and timeline.

Reviewing candidate information and voting does take some time, but we hope that you will join the members who understand that their vote really does shape the future. So get out and vote!

Keith Michael Fiels
Executive Director
American Library Association
THE ALA PRESIDENT

The individual elected to the position of ALA President serves three years on the ALA Executive Board: One year as President-elect, one year as President, and one year as Immediate Past President.

The role of the ALA President is to be the Association’s chief spokesperson and to work closely with the ALA’s Executive Director in identifying and promoting library issues nationwide and internationally. The ALA President is recognized as the Association’s leader by its members. He/she is also vital to the governance of the Association and serves as presiding officer at Executive Board, Council, and Membership meetings.

Throughout this three-year term, the individual promotes ALA’s programs, priorities, and key messages through attendance at various state, national, and international library association meetings, as well as with the media. They lead the Association in planning for the future and work closely with members to ensure that their ideas and concerns help drive the overall direction of the Association.

The ALA President is also a member, ex officio with vote, of the Board of Trustees of the Freedom to Read Foundation. They also serve as the President of the ALA-Allied Professional Association (ALA-APA).

Based on the experience of successful past ALA presidents, this position is equal to at least a half-time job.

During the year as President-elect, this individual serves as spokesperson for the Association in the absence of the president or when asked to do so. They also represent the Association at meetings, conferences, receptions, legislative hearings, and other events.

Presidential Initiatives

The President develops presidential initiatives in keeping with the prevailing ALA messages and Strategic Plan. Here are some recent presidential accomplishments:

Following the lead of her predecessors, 2013–2014 President Barbara Stripling continues the transformation process with her “Libraries Change Lives” initiative. The initiative is framed around three areas of transformative practice that enable community members to change their lives: literacy, community engagement, and innovation.

Stripling has developed the Declaration for the Right to Libraries which is collecting signatures across the country—and the world—from individuals who want to affirm their right to libraries. All kinds of libraries—public, school, academic, as well as “special” libraries in hospitals, law firms, banks, and corporations—are organizing declaration signings to raise public awareness about the role that libraries play in our communities, and to generate dialog about the needs of the community and how the library can be a solution to these needs.
Stripling is also working to engage libraries and their communities by promoting library partnerships with TEDx events, which are designed to engage community members through collaborative engagement, focusing on the concept of “ideas worth spreading.”

A series of webinars, with topics ranging from maker space to strategic partnering to literacy innovations, is taking place throughout Stripling’s presidential year.

Stripling’s presidency will culminate with a Summit on the Future of Libraries to take place in Washington, DC, May 2–3, 2014. The summit will bring together invited thought leaders both within and outside of the library profession to focus on thinking differently about the future of libraries in the context of societal, educational, and technological changes.

2012–2013 President Maureen Sullivan continued the work begun by Past President Molly Raphael in the area of community engagement. Working with a grant from IMLS, Sullivan’s initiative “Promise of Libraries Transforming Communities” teamed ALA with the Harwood Institute for Public Innovation to develop a multi-phased, iterative initiative that provided the tools, techniques, skills, and training that libraries and librarians need to play a stronger role in their community.

Sullivan also worked with the Harvard Graduate School of Education to conduct a three-day symposium (March 21–23, 2013) called Library Leadership in the Digital Age to help administrators and managers in libraries of all types learn how to lead effectively in the face of the new challenges of the Digital Age.

Finally, Sullivan and various ALA staff worked to create the ALA Leadership Institute. This unique four-day immersive leadership development program for future library leaders will again take place in Itasca, IL, August 10–14, 2014.

2011–2012 President Molly Raphael’s initiatives centered on “Empowering Voices.” One component of these initiatives centered on “Empowering Diverse Voices.” In addition to the various activities that took place at the 2012 Midwinter Meeting and Annual Conference, two Leadership Series webinars were presented and recorded for ongoing access: Library Leadership 2.0: The Intersection of Diversity and Leadership and Perspectives on Leadership featuring five library leaders.

The second component of Raphael’s initiative centered on “Empowering Voices, Transforming Communities” and focused on engaging on our communities to advocate for libraries and their value, based on factors that matter to communities and their leaders. A series of three webinars was created, each focused on engaging communities and the evolving role of libraries and strengthening the librarian’s voice to help shape community perception.

2010–2011 President Roberta Stevens’ Frontline Fundraising initiative was designed to provide tools that can be used by everyone, regardless of the size or type of library, who need to supplement the budget from their jurisdiction or institution with additional support. With this goal in mind, an online toolkit was developed that covers the basics of annual funds,
memorials and tributes, online giving and planned giving. It also teaches users how to deepen relationships with donors and move donors from being one-time givers to long-term library supporters.

**This Year’s Candidates**

This year’s candidates for ALA President-elect are Maggie Farrell and Sari Feldman.

**Maggie Farrell**, dean of libraries at the University of Wyoming, Laramie, has been an ALA member since 1988. She served as the Association for College and Research Libraries (ACRL) division councilor (2010–13) and ALA councilor-at-large (2004–07).

Her activities also include serving as chair of the Committee on Legislation, Federal Depository Library Program Task Force (2012–present); member of the International Relations Committee (2009–11), Traditional Cultural Expressions Task Force Co-Chair (2010–11), and the ACRL Board (2010–13).

Farrell is currently a member of the Colorado Alliance of Research Libraries Member Council and served as chair (2012–13), and held a seat on the OCLC Board of Trustees (2006–13).

Her honors include appointment by Wyoming Governor Dave Freudenthal and reappointment by Governor Matt Mead to the Wyoming Commission on Judicial Conduct and Ethics, 2008-14 where she currently serves as chair.


On accepting the nomination, Farrell said, “Thank you for the nomination for the position of ALA President-elect. Serving in this leadership role is a great honor given the critical work of our association in advancing libraries. ALA is instrumental in advocating for the contributions of libraries in our society and it is my hope to continue this legacy in addition to advancing our profession through education and professional development programs. I look forward to meeting with our members and discussing how together we define the future of libraries and our profession.”

Farrell holds a Master of Public Administration from Arizona State University, and a Master of Library Science from the University of Arizona, a BA in American Studies from the University of Missouri Kansas City, and a Russian Linguist Certification from the Defense Language Institute.

**Sari Feldman**, executive director of the Cuyahoga County Public Library, Parma, Ohio, has been an ALA member since 1990.

Feldman’s activities include serving as president of the Public Library Association (PLA) (2009–10), chair of the ALA Office for Literacy/Outreach Services


Feldman currently serves as board president of Cuyahoga Arts and Culture, a political subdivision of the State of Ohio and one of the largest local public funders of arts and culture in the nation. She is also a founding member and current trustee on the board of OneCommunity, a non-profit organization dedicated to expanding high-speed broadband access to drive innovation and economic growth across Northeast Ohio.

Feldman is the 2013 recipient of the PLA Charlie Robinson Award, established to recognize innovative public library directors. Her previous honors include the Crain’s Cleveland Business Woman of Note award (2011), the USA Toy Library Association Player of the Year (2008), the Syracuse University Vice President’s Award for Teacher of the Year (1995) and the ALA Loleta D. Fyan grant (1994).


She stated, “It is an honor to be nominated for leadership in the American Library Association. Libraries and library services are engaged today in a critical period of evolution. The role of the ALA is increasingly important as the library profession transforms to address digital opportunities and technological innovation while staying true to our values of intellectual freedom, equitable access, literacy and diversity. I am energized by the prospect of connecting with our membership to advocate on behalf of our professional community and to advance support for and awareness of libraries of all types.”

She received an MA in Library Science from the University of Wisconsin–Madison and a BA in English from State University of New York in Binghamton.

Video excerpts of the Presidential Candidates’ Forum at the 2014 ALA Midwinter Meeting can be viewed here.
ALA COUNCIL

What is Council?

The Council is the governing body of ALA. It delegates to the divisions of the Association authority to plan and carry out programs and activities with policy established by Council. Council determines all policies of the Association and its decisions are binding unless set aside by a majority vote in which one-fourth of the members of the Association have voted.

Council Composition

Council is comprised of 100 councilors-at-large who are elected by the Association membership as provided in Bylaw Article III, Sec. 1(c) and Bylaw Article IV, Sec. 2(e). The slate of councilor-at-large candidates is determined by the ALA Nominating Committee.

Each division of the Association is entitled to one councilor to be elected by members of the divisions as provided in Bylaw Article IV, Sec. 2(c).

Each state and territorial chapter is entitled to one councilor to be elected by members of the chapter as provided in Bylaw Article IV, Sec. 2(b). Chapter representation is through state chapters unless chapters in a region choose to take representation through that regional chapter. In such case, the regional chapter shall elect one representative from each state or provincial chapter within that regional association. There is no current regional chapter representation.

Round tables with personal membership equal to or greater than one percent of ALA’s total personal membership shall be entitled to elect one councilor each, and the remaining round tables jointly shall be entitled to one councilor to be elected for a term of three years by the members of the respective round tables. The membership of the round tables, for purposes of this section, shall be fixed as of August 31st of each year. A councilor elected under this Article shall continue to serve without prejudice to any change that might occur in the size of the membership of their round table as provided in Bylaw Article IV, Sec. 2(d).

Councilors serve three-year terms and may run for subsequent terms by filing a petition which must be signed by at least 25 ALA members in good standing. Petition candidates are placed on the ballot along with candidates selected by the Nominating Committee.
Council Responsibilities

The Council meets four times at both the ALA Midwinter Meeting and Annual Conference. At these meetings, Council may perform any or all of the following duties (this is a partial list):

- Review actions of the ALA Executive Board;
- Receive reports from the ALA President, Executive Director, Treasurer, the Freedom to Read Foundation, the Endowment Trustees, and the Policy Monitoring Committee;
- Originate and act on all proposed amendments to the Constitution and Bylaws before these are submitted to the membership for vote;
- Establish dues for chapter, organization and corporate ALA members upon recommendation of the Executive Board;
- Establish or discontinue divisions or round tables;
- Determine all Association policies;
- Authorize changes, additions, and deletions in the ALA Policy Manual upon recommendation of the Policy Monitoring Committee.

Council “Mythbusters”

Myth: Once you’re on Council, you’re on for life, so what’s the point of voting if the same people keep getting re-elected? Actually, based on an unofficial census, approximately 26.9% of councilors have served more than four (4) years; and only 6.6% of all councilors between 1992 and the present have served more than nine (9) years. In fact, of the 33 councilors whose terms expire in 2013, only 18 are running for re-election.

Myth: You have to be an ALA member for many many years before you can be elected to Council. In the past three elections, the average length of ALA membership of those elected to Council was 16 years, with the shortest being one year of membership and the longest being 40 years.

Myth: Councilors get a “free-ride” to Midwinter and Annual Conference. Not true! ALA does not pay for councilors to attend conferences; in fact, many councilors receive no financial support from their home institutions and have to pay out-of-pocket to attend conferences and serve on the ALA Council.

Myth: Council does not address topics that are pertinent to libraries or the profession. While it is true that the ALA Council occasionally discusses such matters as the war in Iraq or the crisis in Kenya, most Council actions relate directly to library issues. Following is a partial list of actions taken by ALA Council in recent years.

In 2011, Council passed:

- Prisoners’ Right to Read: An Interpretation of the Library Bill of Rights.

The American Library Association asserts a compelling public interest in the preservation of intellectual freedom for individuals of any age held in jails, prisons, detention facilities, juvenile facilities, immigration facilities, prison work camps and segregated units within any facility. Those who cherish their full freedom and rights should
work to guarantee that the right to intellectual freedom is extended to all incarcerated individuals.

- Resolution to Continue Opposition to the Use of Section 215 of the USA PATRIOT Act and the Use of National Security Letters to Violate Reader Privacy, which read: “That the American Library Association (ALA):
  - Continues to support reforms that protect reader privacy and civil liberties, especially the freedom to read without fear of government surveillance.
  - Continues to oppose the use of Section 215 of the USA PATRIOT Act and the use of National Security Letters to violate reader privacy.
  - Supports the passage of legislation which includes such reforms as heightened protections for library and bookseller records; judicial review of FISA orders, NSLs and their associated gag orders; and the sunset of the USA PATRIOT Act’s NSL authorities, as proposed in S. 1125, the USA PATRIOT Act Improvements Bill.
  - Expresses its thanks and appreciation to the members of Congress who work to protect reader privacy.”

In 2012 ALA Council voted on:

- A resolution Opposing Restriction to Materials and Open Inquiry in Arizona Ethnic and Cultural Studies Programs,

  The American Library Association (ALA):

  - Condemns the suppression of open inquiry and free expression caused by closure of ethnic and cultural studies programs on the basis of partisan or doctrinal disapproval.
  - Condemns the restriction of access to educational materials associated with ethnic and cultural studies programs.
  - Urges the Arizona legislature to pass HB 2654, “An Act Repealing Sections 15-111 and 15-112, Arizona Revised Statutes; Relating to School Curriculum.”

- A resolution on Publishers and Practices Which Discriminate Against Library Users,

  The American Library Association (ALA):

  - Opposes any discriminatory policies of publishers and distributors which adversely impact access to content by library users.
  - Directs that the Working Group on Digital Content in Libraries to review the situation and recommend appropriate action and/or appropriate parties who should be informed of this resolution.

- A Resolution that School Libraries and Librarians are Critical to Educational Success, as amended to read: “That the American Library Association (ALA): (1) directs the ALA Presidential Task Force on School Librarians to lead the Association in its continued mission to address the urgent need for advocacy for school libraries and school librarians; and to address the impact of the de-professionalization and curtailment of school library instructional programs on students and student achievement, continuing to engage librarians of all types from across the association to advocate for school librar-
ies, which are imperative to the survival and success of all libraries; (2) encourages state associations and affiliates to influence legislation requiring adequate funding and appropriate staffing of school libraries in schools at all levels; (3) places a high priority on seeing that upcoming ESEA legislation recognizes and specifically supports the necessity for effective school library programs and credentialed school librarians; (4) works to encourage federal lobbying efforts to include school libraries in legislation and regulations, including areas such as digital literacy and broadband; and (5) actively seeks partnerships with national organizations to reach mutual goals of sustaining school libraries.”

In 2013 Council voted on:

- A Resolution Supporting the Application of the First Sale Doctrine of the Copyright Law to All Materials in Library Collections,

  The American Library Association (ALA) reaffirm the essential role of the first sale doctrine in ensuring that the education, research, and library communities continue to support the constitutional purpose of the copyright law by promoting the advancement and sharing of knowledge, innovation, and creativity, wherever made; and, two, urge the United States Congress to pass legislation to remedy any judicial decision that limits libraries’ ability to lend copies of foreign-made works under the first sale doctrine.

- A Resolution Commending the Freedom to Read Foundation (FTRF) for Defending Videogames as a non-print medium in libraries worthy of First Amendment protections.

- A resolution supporting librarians sued for doing their professional duty and urging publishers to refrain from actions such as filing libel suits when in disagreement with librarians who have publically shared their professional opinions and instead to rely upon the free exchange of views in the marketplace of ideas to defend their interests as publishers.

And at the 2014 Midwinter Meeting Council passed:

- A resolution on expanding federal whistleblower protections, which
  - urges Congress to amend the Whistleblower Protection Enhancement Act of 2012 to extend existing legal protections for whistleblowers to employees of all national security and intelligence agencies, and to non-federal employees working for civilian contractors;
  - urges Congress to establish a secure procedure by which all federal employees, and all non-federal employees working for civilian contractors, may safely share evidence they have discovered of fraud, waste, or abuse with the appropriate oversight committees of Congress, and directly with the press and the American people, with the protection of legally enforceable rights against retaliation or prosecution; and
  - commends the courage and perseverance of federal employees, and non-federal employees working for civilian contractors, who risk their livelihoods, their reputations and their liberty to expose evidence of government fraud, waste, or abuse.

- A Resolution on Curbing Government Surveillance and Restoring Civil Liberties, and commending Senator Patrick Leahy and Congressman James Sensenbrenner for sponsoring the USA FREEDOM
Act, the 143 legislators in the Senate and the House who have cosponsored it, and the 85 organizations that have endorsed it, as of January 27, 2014.

- A resolution on maintaining government websites during a government shutdown and urging the president to direct the federal Office of Management and Budget (OM) and the Department of Justice (DoJ) to provide guidance to federal agencies that states that, in the event of a government shutdown or other emergency, continued access by the public to essential information on agency websites is an “excepted” activity that would warrant the retention of paid personnel or the obligation of funds.

**The 2014 Council Ballot**

This year, 72 candidates are running to fill 33 vacant Councilor-at-Large seats. You may view candidate biographies [here](#).

To view the biographies in a searchable Excel spreadsheet format, go [here](#).

**HOW DO I VOTE?**

To be eligible to vote, individuals must be members in good standing as of January 31, 2014. In mid-February, members received notification by email confirming their eligibility to vote.

In 2008, the American Library Association began holding its election exclusively online. The only exception is for members with disabilities and without Internet access. These individuals may obtain a paper ballot by contacting ALA customer service at 1-800-545-2433, ext. 5. Those without Internet access at home or at work can easily access the election site by visiting their local public (or in many instances, academic or school) libraries. The ballot can also be accessed on your Smartphone.

The polls will open at 9:00 a.m. CDT on Wednesday, March 19. Voters will be notified by email and will be provided with a unique passcode and information about how to vote.

The polls close on Friday, April 25 at 11:59 p.m. CDT. On May 2, the Election Committee will meet at the ALA offices to certify the election. Election results will be released following that meeting.
INTERESTED IN RUNNING FOR OFFICE?

The ALA Nominating Committee nominates candidates from among the general membership for the position of president-elect (annually), for the position of treasurer (every three years), and for members-at-large of Council (annually). ALA elections are held in the spring of each year with the results announced in early May.

About the Nominations Process

The 2015 Nominating Committee began its work of selecting potential candidates for the 2015 ALA elections for President-elect and Councilor-at-Large at the 2014 Midwinter Meeting. The members of the Nominating Committee for the 2015 ALA Election are:

**Teri Switzer**, Dean, University of Colorado, Kraemer Family Library, Colorado Springs, CO, (719) 225-3115, E-mail tswitzer@uccs.edu

**Sonia Alcantara-Antoine**, Manager, Information Services Department, Enoch Pratt Free Library, Baltimore, MD (410) 396-4708, E-mail salcanta@prattlibrary.org

**Jennifer Baxmeyer**, Princeton University Library, Princeton, NJ, (609) 258-3631, E-mail bax@princeton.edu

**Peter Bromberg**, Bromberg Consulting, Bordentown, NJ, (856) 617-1899, E-mail peterbromberg@gmail.com

**Erica Findley**, Cataloging/Metadata Librarian, Multnomah County Library, Portland, OR, (503) 988-5466, E-mail ericaf@multco.us

**Julius Jefferson**, Jr., Information Research Specialist, Library of Congress/Congressional Research Service, Washington, DC, (202) 707-5593, E-mail jcjeffjr@verizon.net

**Dian Chen Kelly**, School Librarian, Hattie Cotton STEM Magnet ES, Nashville, TN, (615) 262-6981, E-mail dianrchen@gmail.com

**Todd Krueger**, Collection Development, Baltimore Public Library, Towson, MD, (410) 887-6137, E-mail toddbcpl@gmail.com

**Ana-Elba Pavon**, Children’s Librarian, Oakland Public Library, Elmhurst Branch, Oakland, CA, (510) 615-5727, E-mail apavon0405@gmail.com

You may contact any of the committee members if you are interested in being considered for candidacy in the 2015 election.
Petition Candidates

Individuals wishing to appear on the 2015 ballot as a petition candidate for the office of ALA President-Elect, or ALA Councilor-at-Large must complete a petition form with the signatures of no fewer than 25 ALA current personal members. Petitions may be created online.

All candidates, whether nominated or running by petition, must complete a Candidate Biographical Information form. The information provided on this form provides the basis for the ballot.

Further Information

For further information about running for office, general election information, and links to press releases and various forms, please go here.