**PLA Executive Committee
Fall Meeting
October 28 & 29, 2005
Chicago, IL**

ACTIONS

Present:

Dan Walters, President; Susan Hildreth, President-Elect, Clara Bohrer, Past President; Wayne Crocker, Issues and Concerns Cluster Chair; Carol Sheffer, Library Development Cluster Chair; Nicky Stanke, Library Services Cluster Chair; Norman Maas, Division Councilor; Greta Southard, PLA Executive Director.

1. **By consent**, approved the adoption of the agenda.

2. **By consent**, accepted the following reports on the consent agenda:

    a. Publications Report, 2006.2; Membership Report, 2006.3; "Public Libraries" Magazine Report, 2006.4; Education Activities Report, 2006.5; 2006 Conference Program Coordinating Committee Report, 2006.6; PLA 2006 Nominating Committee Report, 2006.7; Partners Committee Report, 2006.8; Post AC 2005 Report from ALA EB Liaison, Michael Golrick 2006.9

3. Received 2007 Spring Symposium Report, 2006.10. Brainstormed a wide variety of program ideas including: RFID and Biometrics and attendant privacy issues; public library and university collaboration—new models of working together as exemplified by San Jose Public Library and university; building programs may be of interest—CA has public library bond construction on the ballot, as do other states; advocacy; serving diversity; readers advisory; new service models as related to how San Jose has reinvented the public library; train library staff on how to strategically relate to customers (moving beyond the reference interview); customer service—how to adapt to a new model of what we need to do, the changing roles and responsibilities as related to the library's mission; role of the public library; children's services topics.

4. Received FY 2005 Year-End-Financial Analysis Report, 2006.11, discussed the PLA Endowment, as related to the growth and development of the Endowment. The budgeted $250,000 contribution to the Endowment was made in August 2005, bringing the Endowment to a projected balance of $491,666.

5. Received Draft 2005 Annual Conference Board actions for review, 2006.12. Noted that Biometrics needed to be included in the review and action taken regarding the Office for Intellectual Freedom guidelines reviewed at AC; also noted a board action that was inadvertently left off the document; action to create a Leadership Task Force. Those items will be corrected in the minutes and distributed at Midwinter.

6. Reviewed the September Draft of the "Proposed Guidelines for Implementing RFID Technologies" distributed by OIF, 2006.16. Once again, discussed PLA's concerns with this document, as there is no change from the draft distributed in June. Southard has sent OIF comments on behalf of the PLA Board as per the Board's direction at Annual Conference, 2006.14. Procedurally, OIF is still looking at the draft guidelines and will hold open hearings at Midwinter.

7. **Voted to**, direct the PLA IFC Chair, Penny Jeffries to monitor the proposed guidelines by attending the ALA open hearing and any related OIF meetings held on this issue; and to report back to the PLA Board.

8. **Voted to**, direct Southard to apprise the other ALA Division Executive Directors of PLA's concerns with the "Proposed Guidelines for Implementing RFID Technologies" distributed by OIF, 2006.16, and to seek their support on this issue, asking them to forward for Board review the materials and the PLA Board's letter to IFC, 2006.14.

9. **Voted to**, direct Southard to request from OIF a copy of the document they cite, "Industry Study Group RFID Privacy Principles."

10. Reviewed the leadership discussion notes from AC 2005, 2006.15. **Voted to**, develop the charge for the Leadership Task Force, composed of those who participated in the development of the strategic plan. The Task Force is to be charged with reviewing the role of the Leadership Development Committee and other leadership activities within PLA, to develop strategies and implementation plan to promote the growth and development of leaders within public libraries, and in PLA. The Task Force should have recommendations to the PLA Board for their review by Midwinter 2007. Task Force appointees were identified, and asked to serve prior to the charge being finalized. Southard will now send out the charge to the Task Force chair and start them on their work.

11. Reviewed the preliminary membership survey results; **Voted to**, widely distribute to the membership the results of the member survey to model an environment of inclusion and organizational transparency. The survey executive summary will be sent to PLA committee chairs for their review and if they elect, for

discussion at their Midwinter committee meeting. The entire survey will be posted to the web and a press release will be developed announcing the availability of the data from the member survey.

12. Received the following verbal reports from Executive Committee members and the President.

a. Every Child Ready to Read progress report, Greta Southard. The year-end financial split with ALSC has been calculated per the Memorandum of Understanding. As of FY 2006 all project revenues will be split 50/50. The "Use of the Brand" document was part of the signed MOU. Staff will also convert this to a separate independent document for ongoing reference. PLA staff drafted process for reviewing future project ideas. ALSC staff is reviewing the draft process and is expected to meet again with the PLA staff after the EC meetings.

b. Chartered Institute of Library and Information Professional meeting held in the U.K., October 19-21, Dan Walters. PLA President attended this meeting as per the reciprocal agreement between PLA and CLIP. He found the meeting most informative, and noted that this venue provides library directors the opportunity to interact with their local policy makers. This is a very different model from our meetings and governance structure here in the U.S. Walters encouraged the PLA Executive Director to attend these sorts of international meetings for ongoing professional development and encouraged the ED to bring these sorts of travel request to the PLA Board for consideration.

c. Report from Councilor, Norman Maas. No pending resolutions on the council list that appear to be going forward at the ALA Midwinter meeting at this time. Councilor discussed various reporting out strategies. He will provide a written report to the Board prior to future conferences.

d. Library Services Cluster Chair, Carol Sheffer. Noted that all committee chairs have been filled and the appointments process appears to have been finalized. All other chairs concurred. Lots of new leadership on the committees, which is helpful in the continued organizational growth and development of PLA.

e. President-Elect, Susan Hildreth. Reported out on the President-Elects Leadership Development program organized by ALA, and the plans of the ALA President-Elect, Burger.

Burger plans on applying for a World Book Goal Award for an intern to shadow division presidents to see what they do. Burger also requested recommendations from the division president-elects for ALA committee appointments. The EC discussed possible committees that PLA would like to have representation on. EC members will send appointment suggestions to Hildreth for consideration and forwarding to Burger.

12. Motion to adjourn, approved.

PLA Fall EC 2006.14

Date: October 14, 2005

To: Kent Oliver, chair, ALA Intellectual Freedom Committee
             Judith Krug, director, ALA Office for Intellectual Freedom

From: Public Library Association, Board of Directors
             Greta K. Southard, PLA Executive Director

Subject: Proposed Guidelines for Implementing RFID Technologies in
             Libraries

Cc: ALA Executive Board
             Keith M. Fiels, ALA Executive Director

Pursuant to the request from the ALA Office for Intellectual Freedom
Committee to review the June draft "Guidelines for Implementing RFID
Technologies in Libraries" the Public Library Association (PLA) Board of
Directors did so at the meeting during the ALA Annual Conference, June
2005.

PLA is well aware and extremely supportive of the privacy rights of library
users, particularly in the context of the implementation of new technologies.
PLA does not, however, support the draft "Guidelines for Implementing RFID
Technologies in Libraries" as we believe the guidelines prematurely prohibit
specific technology applications related to RFID deployment.   Furthermore,
the PLA Board of Directors regrets the understatement, in the document, of
the important benefits of RFID to solve time-consuming and harmful
repetitious work associated with circulation at a time of shrinking staffing and
budgets and record circulation. In addition, we regret the "tone" of the
document, which appears to juxtapose principles of patron privacy and the
deployment of RFID in a manner that suggests the two are virtually
incompatible. Specifically, the PLA Board of Directors voted to oppose this
document and directed our councilor to do so should this matter come before
the ALA Council.

PLA recommends that, if ALA determines that there is a need for information
on RFID in libraries that such information be focused on the considerations
for privacy issues in RFID implementation as individual libraries make
decisions regarding RFID technologies.

PLA will review the second draft of the guidelines that were distributed in
September and apprise you of our view of this iteration of the document. We
also request to receive copies of any subsequent versions of this document.