

Privacy Advocacy Guides for Libraries

Armed with the knowledge gathered during the IMLS-funded *Library Values & Privacy in our National Digital Strategies* planning grant, the Alameda County Library, along with partner organizations American Library Association's Office of Intellectual Freedom, Data & Society Research Institute, and the Center for Information Policy Research at the University of Wisconsin-Milwaukee, plan to actualize the findings in a real-world, practical application: Privacy Advocacy Guides. The team is requesting \$115,490 for a one-year project.

For this project, we are creating focused, actionable, and usable guides for the library community by synthesizing the content from the ALA Privacy Toolkit with the information gathered from a planning grant that brought together librarians, technologists, funders, and influencers to determine specific next steps and needs for the profession. Many libraries expressed the strong need for quick, easy to understand, and usable reference guides for library staff, library leaders, and other stakeholders that were centralized in a common location. These web-based and print guides will utilize the professional skills of a senior graphic designer, and include a strong advocacy and communication plan to ensure they reach a broad audience.

Statement of National Need

Libraries have long acted as strong privacy advocates for their patrons; building a charge and commitment to upholding a person's right to privacy into their ethical code of conduct. As technology has become more pervasive, so has the conversation grown in the national dialogue surrounding privacy. Libraries have situated themselves as their community's privacy advocates, but many frontline staff, trustees, library technologists, and administrators are struggling to find the right resources to ensure they are protecting their patrons' privacy and understanding the issues. While a plethora of information exists, it is difficult to navigate and hard to use. Libraries' national digital infrastructure requires that stakeholders understand the real privacy concerns and vulnerabilities. The Privacy Advocacy Guides will make it easier for libraries to be advocates of a safer and more secure digital space for everyone, especially those most vulnerable who use the library as their primary access to the internet or digital tools and services.

Project Design

The team intends to accomplish this project in one year. Starting in the Summer and Fall of 2019, we will coalesce content from the key topics that were identified to be of the most import to potential audiences. We will also hire a senior designer to develop guides. In Winter of 2020, we will present the first set of designed guides at ALA Midwinter and gather feedback. We will then iterate with the graphic designer and create a unique and comprehensive communication plan for the guides. By Spring of 2020, the team will produce a run of the physical guides to be discussed and distributed at future annual conferences and also to be distributed to library workers in three different regions and library types across the United States for use and feedback. Finally, in Summer of 2020, we will launch guides with a communication plan at ALA Annual.

National Impact

The team anticipates increased awareness of key issues at the level of governing boards, front line staff, and other library stakeholders. Evaluation metrics will be established at the beginning of the project to monitor the usage of the guides and to check if libraries are reporting an increase in their confidence and ability to tackle privacy issues. Several libraries will be chosen to pilot the guides in order to iterate and respond to front-line needs. With guides in hand, libraries can better communicate on privacy topics and advocate for privacy-protecting practices and policies.

Sustainability

Sustainability and reuse of the designed materials is key for the team. The project team will work closely with the Subcommittee on Privacy to ensure regular updates are made to existing guides. Many team members are already members of the Privacy group. In addition, the designer will create templates and best practices for the web and print guides so they can be reused for other topical issues that arise.

Project Team

The project teams consists of the following people:

Erin Berman is the chair of ALA's Office of Intellectual Freedom's Subcommittee on Privacy, creator of the San Jose Public Library Virtual Privacy Lab, and Division Director of the Learning Group at Alameda County Library.

Deborah Caldwell-Stone is the Deputy Director for the American Library Association's Office for Intellectual Freedom, where she does research, education and professional development projects for ALA's intellectual freedom programs.

Bonnie Tijerina is a researcher at Data & Society, a research institute in NYC. There, she works on projects related to online privacy and ethics in data research. Prior to that, Bonnie worked in libraries for over a decade.

Michael Zimmer is Associate Professor in the School of Information Studies at the University of Wisconsin-Milwaukee and Director of the Center for Information Policy Research. His research focuses on online privacy, the ethical & policy dimensions of social media & internet technologies, libraries & privacy, and internet research ethics.

Budget

In order to create the Privacy Advocacy guides, we estimate a need of \$115,490. An allocation of around \$52,500 will be used for hiring a senior graphic designer to work with the team and to create 5-6 guides and a template for future guide creation. \$10,000 will be needed for production costs, \$23,000 will go toward project coordination and management, and \$6,890 will cover travel for team members to attend ALA Midwinter and ALA Annual in 2020. Indirect costs calculated at 25%, reflecting Alameda Library's rate.