



Global Headquarters
331 South Patrick Street
Alexandria, VA 22314 USA
1-703-647-4900
Fax: 1-703-647-4901
www.sla.org

TO: Board of Directors

FROM: Public Relations Advisory Council

DATE: 02 May 2008

RE: PR Advisory Council Update on Information Ethics Initiative

Membership:

Jill Strand, Chair
Liz Blankson-Hemans (2007-09)
Shira Kavon (2007-09)
Heather O'Daniel (2008)
David Shumaker (2008-09)
Cara Schatz, SLA Staff
Libby Trudell, Board Liaison

BACKGROUND INFORMATION: As of today, 10 divisions and nearly 20 chapters have appointed Ethics Ambassadors and several have formed Ethics committees. After presenting the background and goals of the Information Ethics Initiative at the SLA Leadership Summit in January, the PR Advisory Council launched several tools to train and support the Ethics Ambassadors. These include an SLA Information Ethics Blog, Ethics Ambassador discussion list and an Ethics Ambassador Toolkit made available via the PR Advisory Council Wiki. It features suggestions for chapters and divisions on how to host a town hall meeting and start "global conversations" about ethics issues our members face. Several units have posted invitations and / or summaries from their town hall meetings and ethics discussions have already begun on unit or separate ethics listservs.

In addition, two webinars were prepared to help get the Ambassadors excited and give them some structure for their efforts: Ethics 101 was presented by Christopher Bauer and How to be a Great Ethics Ambassador was presented by Cara Schatz with Jill Strand.

The PR Advisory Council is currently finalizing plans for the Global Information Ethics Summit to be held at the annual conference on Saturday, June 14. All Ethics Ambassadors and their unit leadership are invited to attend as are any Ethics committee members for their units. Christopher Bauer will work with a group of panelists experienced in information ethics to lead a short program along with roundtable discussions. Ethics Ambassadors have been asked to come ready to share some of the key ethics issues their members are facing.

Our goal main goal for the Summit is to craft a values statement on information ethics for the association that would apply to any information professional no matter their role or type of organization. This statement would then become the foundation to creating a code of conduct on

how to handle specific ethical dilemmas in their work. We want to provide SLA members with something that they can turn to for guidance.

We would greatly appreciate any ideas or suggestions Board members might have about these efforts or the Initiative going forward. Again, our end goal is to create a global event centered on information ethics that will capture attention and highlight the critical role information professionals and SLA play in managing this issue.

Prepared by: Jill Strand

Respectfully submitted: Public Relations Advisory Council