

Public Awareness Committee Recommended Actions Pertaining to Valuation and Advocacy

Date: 29 September 2018
To: ALSC Board of Directors
From: Public Awareness Committee working group
Subject: Recommended Actions

Overview of the Charge:

The ALSC Public Awareness Committee (PAC) was asked by ALSC President Jamie Campbell Naidoo to examine the 2016 Valuation and Advocacy Research Task Force (VARTF) Final Report and create a recommended action plan for ALSC Board consideration and approval. PAC was told to focus on recommendations #2, #3, #5, and #6 from the original VARTF report. Along with the summary of recommended actions listed below, the PAC has included at the end of this report a prioritized list of recommendations as well as an appendix timeline for implementation.

For clarity's sake, the PAC has listed the recommendations in this report as Board asks A-E. Asks A through D directly relate to the VARTF report's #2-3 and #5-6. Board ask E was added to the items for consideration at the time the PAC was charged with this work; it speaks to the ALSC Strategic Plan - Advocacy, Objective 1, to recommend a plan for updating and maintaining the website resources on the Everyday Advocacy website.

As the PAC worked through the VARTF report, we consulted with Alena Rivers and Angela Hubbard from the ALSC Office as well as the ALSC Equity Diversity and Inclusion Task Force and Advocacy and Legislation Committee to help flesh out the PAC's recommendations.

Public Awareness Committee Recommended Actions:

Board ask A:

VARTF original recommendation: incorporate toolkit items into the already well-designed Everyday Advocacy website and offer in-person and virtual training that brings attention to resources offered by Everyday Advocacy.

Recommended actions:

The ALSC Public Awareness Committee feels the toolkit aspect of this objective will be achieved with the completion of the Championing Children's Services toolkit that the PAC is currently developing, slated for completion in Spring/Summer 2019. To that end, recommended actions to address this ask focus on maintaining the toolkit and developing related training, including:

1. The ALSC Website Advisory Committee be charged with checking links on the toolkit pages once per year, with a first audit taking place by Autumn 2020.

2. Developing and offering a webinar series or online learning course with learning goals including but not necessarily limited to a) understanding advocacy and library staff roles as advocates; b) existing advocacy tools and resources; and c) actionable advocacy skills and strategies. The PAC should reach out to the Advocacy and Legislation Committee and Everyday Advocacy Member Content Editor to secure trainers by early 2019; coordinate and schedule the online learning offerings with the Education Committee by Spring 2019; and complete an initial offering of the online learning with the Education Committee by Autumn 2019.

Board ask B:

VARTF original recommendation: construct and disseminate an organizational flow chart...which includes up-to-date contact information for each chair and Priority Group Consultant.

Recommended actions:

The Membership Committee has already completed a resource identifying what each committee does ("What does that committee do?"), and the ALSC website includes clear listings of Priority Group Consultants as well as up-to-date contact information for PGCs, committee chairs, and committee members. To that end, dissemination of these resources is the objective of this ask at this time, with recommendations including:

1. An overview of the organizational structure be integrated at the direction of the ALSC Executive Committee into committee chair orientations as well as at new committee member orientations and new member events (e.g., ALSC 101), effective Midwinter 2019.
2. The ALSC President, ALSC Office, and/or Membership Committee share the overview of what committees do, as well as information on accessing committee member names and contact information, in semi-annual communications via the ALSC Blog and email, beginning Spring 2019.

Board ask C:

VARTF original recommendation: to identify if there are other groups currently working through issues that are being brought forward for a new Task Force, and that work...be undertaken by sub-committees from existing committees so that there can be better consistency within ALSC to ensure longer institutional memory.

Recommended actions:

Two existing documents, regularly shared with the Board and available to any members via ALA Connect, speak to the nature and scope of current projects and committee work: Angela's regular report on major projects with financial components and the quarterly committee chair reports. To that end, the PAC recommendations to achieve this ask focus on making the availability of these resources apparent to ALSC stakeholders who may pursue projects, including:

1. The ALSC President, ALSC Office, and/or Public Awareness Committee share the availability of the most current major projects and quarterly chair reports in communications via the ALSC Blog and email, beginning after Midwinter 2019.

2. An overview of the availability of the most current major projects and quarterly chair reports be integrated at the direction of the ALSC Executive Committee into committee chair orientations, effective Midwinter 2019.

Board ask D:

VARTF original recommendation: appoint an editor for the ALSC YouTube Channel...[to]... maintain a master list of videos in progress...[and]...create a transparent process for contributing to the channel.

Recommended actions:

Appointment of an editor is unnecessary at this time, as Elizabeth Serrano, ALSC Membership Specialist, is moderating the ALSC YouTube channel; Elizabeth and Angela Hubbard are creating procedures for committees to submit videos for the channel. To that end, the PAC recommendations for this ask center on communicating the process for video submission and encouraging committees and members to contribute video content, with recommendations including:

1. The ALSC Membership Specialist and Public Awareness Committee share the process for submitting video content for the ALSC YouTube Channel on the ALSC Blog once per year, starting in February 2019 and continuing annually or as needed to generate content.
2. The Public Awareness Committee identify committees whose work may translate well to sharing via video content, by Spring 2019.
3. The Division Leadership Manual be updated to include procedures and standards for contributing video content, with ALSC leadership incorporating this information into training for new committee chairs, by Spring 2020.

Board ask E:

The ask to consider ways to keep people informed of research updates and valuation tools was not present in the original VARTF report, but rather was given to the Public Awareness Committee at the time of the charge to make this full set of recommendations.

Recommended actions:

Following the completion of the Championing Children's Services Toolkit by the Public Awareness Committee in 2019, the ALSC Advocacy and Legislation Committee will be assigned the responsibility of supporting toolkit research updates and/or maintaining valuation tools, with specific recommendations including:

1. The Advocacy and Legislation Committee seek new research updates and valuation tools and work with their ALSC Staff and Board Liaisons to add the new research updates and/or valuation tool websites to the Championing Children's Services Toolkit on the Everyday Advocacy website on a rolling basis, beginning Autumn 2019.
2. The Advocacy and Legislation Committee create ALSC Blog and ALSC electronic list posts once per quarter to promote the new resources, starting in early 2020.

Prioritization of Recommended Actions:

Should the ALSC Board wish to pursue only some of the recommended actions, we have identified the following priority order for taking on these actions in a manner to best support our strategic goals and objectives:

1. Board ask D
2. Board ask B
3. Board ask E
4. Board ask A
5. Board ask C

Action to be Taken: The Public Awareness Committee working group asks the ALSC Board to adopt the eleven (11) recommended actions.

Public Awareness Committee working group members:

Skye Corey, PAC Co-chair

Mary Schreiber, PAC Co-chair

Elisa Gall, PAC ALSC Board Liaison

Amy Koester, immediate past PAC ALSC Board Liaison

Appendix A: Timeline of All Recommended Actions:

1. Developing and offering a webinar series or online learning course with learning goals including but not necessarily limited to a) understanding advocacy and library staff roles as advocates; b) existing advocacy tools and resources; and c) actionable advocacy skills and strategies. The PAC should reach out to the Advocacy and Legislation Committee and Everyday Advocacy Member Content Editor to secure trainers by early 2019; coordinate and schedule the online learning offerings with the Education Committee by Spring 2019; and complete an initial offering of the online learning with the Education Committee by Autumn 2019.
2. The ALSC President, ALSC Office, and/or Public Awareness Committee share the availability of the most current major projects and quarterly chair reports in communications via the ALSC Blog and email, beginning after Midwinter 2019.
3. An overview of the availability of the most current major projects and quarterly chair reports be integrated at the direction of the ALSC Executive Committee into committee chair orientations, effective Midwinter 2019.
4. An overview of the organizational structure be integrated at the direction of the ALSC Executive Committee into committee chair orientations as well as at new committee member orientations and new member events (e.g., ALSC 101), effective Midwinter 2019.
5. The ALSC Membership Specialist and Public Awareness Committee share the process for submitting video content for the ALSC YouTube Channel on the ALSC Blog once per year, starting in February 2019 and continuing annually or as needed to generate content.

6. The ALSC President, ALSC Office, and/or Membership Committee share the overview of what committees do, as well as information on accessing committee member names and contact information, in semi-annual communications via the ALSC Blog and email, beginning Spring 2019.
7. The Public Awareness Committee identify committees whose work may translate well to sharing via video content, by Spring 2019.
8. The Advocacy and Legislation Committee seek new research updates and valuation tools and work with their ALSC Staff and Board Liaisons to add the new research updates and/or valuation tool websites to the Championing Children's Services Toolkit on the Everyday Advocacy website on a rolling basis, beginning Autumn 2019.
9. The Advocacy and Legislation Committee create ALSC Blog and ALSC electronic list posts once per quarter to promote the new resources, starting in early 2020.
10. The Division Leadership Manual be updated to include procedures and standards for contributing video content, with ALSC leadership incorporating this information into training for new committee chairs, by Spring 2020.
11. The ALSC Website Advisory Committee be charged with checking links on the toolkit pages once per year, with a first audit taking place by Autumn 2020.