

**AASL Board of Directors**

**2004 ALA Annual Meeting  
Chicago, IL  
June 23-29, 2005**

**Topic:** Ad Hoc Board Committee Charged to Assess Expanding Influence Within ALA

**Background:** An ad hoc committee chaired by Elaine Twogood was charged to move the “Expanding Influence within ALA” statement forward. (See Information Item # X) The intended outcome expected is that AASL will have a clearer picture of how the division is working within ALA. Collecting this documentation will allow AASL to approach ALA and strengthen their relationship. Their report and recommendations follow.

**Action Required:** Discussion and next steps

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**2004 ALA Annual Meeting  
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**Topic:** ALA Public Awareness Campaign Overview/Questionnaire

**Background:** At its spring meeting, the ALA Budget Analysis and Review Committee (BARC) approved funding of the @ your library Campaign for an additional five years. Comments are being solicited both on the initial five years of the campaign and on four specific questions included in the attached letter from Carol-Brey Casiano. Comments from the AASL @ your library Special Committee have been submitted by chair, Deb Levitov. These comments are included in her committee report (see Discussion Item #24)

**Action Required:** Discussion and input

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May, 2005

Dear Colleague:

On behalf of the ALA Executive Board and the ALA Public Awareness Committee, I would like to invite you to participate in an open hearing on The Campaign for America's Libraries during the ALA Annual Conference in Chicago. The purpose is to gather member feedback regarding goals and activities for the Campaign's next five years.

The hearing will be held on Sunday, June 26, from 1 to 2:30 pm in the McCormick Place Convention Center, Room N427bc. We hope that you or a representative of your committee will attend. Member comments will be taken in the order in which people arrive. However, if you have a particular timeslot during the hearing that you would prefer, please send an email to [atyourlibrary@ala.org](mailto:atyourlibrary@ala.org) and we will make every effort to accommodate you.

Committees are invited to bring written testimony to the hearing. If you cannot attend, we encourage you to email your testimony to [atyourlibrary@ala.org](mailto:atyourlibrary@ala.org) no later than July 22.

Among the questions that we are looking to address through the hearing are the following:

1. Which materials and programs developed for the Campaign have been the most utilized and most helpful?

2. What impact has the Campaign had in local communities, in schools and on college campuses?
3. What key issues should ALA address during the next phase of the Campaign?
4. Are there additional PR tools or resources that would be beneficial to local library public awareness and advocacy efforts?

Of course, please feel free to address other issues of interest as well. In addition to the hearing, we are collecting feedback via a member survey which addresses these same questions in a bit more detail. That survey will be available online at [www.ala.org/@yourlibrary/planthefuture](http://www.ala.org/@yourlibrary/planthefuture) from June 1 to July 31.

Thank you very much for your assistance as we shape the future of the Campaign. We hope to see you at the hearing on June 26.

Sincerely,

Carol Brey-Casiano  
President, American Library Association

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## **Campaign for America's Libraries Five-Year Summary**

### **Background**

*The Campaign for America's Libraries* was developed in response to a member survey conducted in 1999, which informed ALAction 2005. In that survey, members indicated that "ALA needs to do more to educate the public about the value of libraries" and ranked public awareness and advocacy as the highest priority for the Association.

Conceived by the ALA Executive Board and developed by ALA staff and Weber Shandwick, this public awareness campaign was designed to achieve the following broad objectives:

To increase awareness and support for libraries by increasing the visibility of libraries in a positive context and by communicating clearly and strongly why libraries are both unique and valuable;

To update the image of libraries and librarians for the 21<sup>st</sup> century, sustaining and strengthening their relevance; and

To bring renewed energy to the promotion of libraries and librarians.

Several internal objectives were identified:

Develop a campaign that represents and is useful to all types of libraries;

Create tools, resources and materials that could be utilized by all types of libraries;

Provide an opportunity to share public relations/marketing/advocacy best practices within the library community

The success of the campaign in achieving all of these objectives would, in turn, drive *long-term* success in other critical areas, including:

Increased library usage;

Positive professional recruitment impact;

Stronger commitment to funding; and

More receptive public policy environment.

In ALA's new strategic plan, ALA Ahead to 2010, "Advocacy/Value of the Profession" has been identified as Goal Area I with the goal statement of "ALA and its members will be leading advocates for the value of libraries and librarians."

### **Campaign Participation**

As of January 2005, the ALA Public Information Office estimates that the campaign has been used by over 20,000 academic, school, public and special libraries and has reached the millions of people they serve. The estimate is based on reports and feedback received from individual libraries, as well as state library agencies and ALA Chapters.

To date, nearly 40 ALA Chapters and 20 state libraries have participated in the campaign through statewide summer reading programs, statewide public awareness campaigns, grassroots advocacy, legislative outreach, special programs and events. More than \$500,000 in LSTA funding has been expended for these statewide campaigns.

ALA divisions representing academic, school and public libraries have created their own campaigns geared toward their members' needs and interests. This includes ACRL, AASL, PLA and ALSC.

In response to member requests and ALA Council approval, the campaign is working with the Office for Literacy and Outreach Services on a new advocacy campaign regarding the value of rural school, tribal, native and public libraries. Also working on the project will be the Association of Bookmobile & Outreach Services and the Association of Rural & Small Libraries.

28 countries and the Caribbean Islands are involved in the campaign due to a partnership with IFLA. Those countries include Argentina, Armenia, Australia, Azerbaijan, Belarus, Brazil, Bulgaria, Canada (seven provinces), El Salvador, Georgia, Greece, Iceland, Ireland, Italy, Japan, Korea, Kazakhstan, Mexico, Moldova, Nepal, Nigeria, Norway, Portugal, Serbia, Singapore, Turkey, Uruguay and Venezuela.

Since the inception of the campaign, nearly 100 advocacy trainings specific to the @ your library campaign have taken place across the country, with approximately 5000 librarians participating. Dozens more trainings have focused on general advocacy.

The campaign discussion list has more than 1,000 subscribers who get updates and share ideas on advocacy, marketing and public relations. The Website averages 24,000 page views per month.

## **Development of Tools and Resources to Support Academic, School and Public Libraries**

Over 30,000 @ your library toolkits have been distributed through ALA's divisions to date; new campaign Websites have been created; several new electronic discussion lists have been set up to share best practices among division members; and strategic marketing, train-the-trainer and/or advocacy training has been developed by each division.

A Campaign to Save America's Libraries initiative is providing libraries with resources and materials to fight budget cuts and address the funding crisis facing many libraries across the country. This includes a comprehensive toolkit, video, television PSA and funding Website.

Working with ALA's Library Advocacy Now Network, the campaign is supporting association-wide advocacy efforts with new tools, materials and training, including the first Advocacy Institute, which was attended by 275 people during the ALA Midwinter Meeting in Boston.

The campaign has been working with ALA Graphics to develop new promotional materials that promote libraries and literacy. The @ your library brand, for example, has been integrated into 30 new READ posters since the launch of the campaign in 2001.

## **Messaging About the Value of Libraries, Librarians and Library Workers**

The ALA Public Information Office has achieved hundreds of millions of impressions with campaign messages through national media relations activity, the placement of public service announcements and campaign partnerships. Campaign messages are incorporated into ALA's media relations efforts at all possible opportunities. From NBC Nightly News to the Today Show, to National Public Radio to *The Wall Street Journal*, the campaign has helped ALA get its messages across to a national audience.

The national campaign kickoff in April 2001 with First Lady Laura Bush resulted in 35 million media impressions in outlets including *The Washington Post*, CNN and National Public Radio.

A campaign partnership with ABC has resulted in 25 television PSAs featuring library messages over the last four years. Those PSAs have been distributed to ABC affiliates as well as through the ABC Television Network. ALA-produced PSAs featuring George Lopez, spokesperson for PLA's Smartest Card Campaign, were included along with the most recent package of ABC spots. The PSAs are worth millions of dollars in production and airtime.

Through the efforts of the ALA Public Information Office, @ your library print PSAs about library funding have appeared in *Woman's Day*, *Redbook*, *Better Homes and Gardens*, *U.S. News and World Report*, *Ms.* and *Family Circle*. Together, these magazines reach 11 million readers. The value of the PSAs totaled \$500,000 in free ad space.

A new "Smartest Card" PSA developed on behalf of the Public Library Association's new advocacy campaign recently appeared in *Parents* and *Ms.* Magazines. In these two publications alone, the PSA reaches over 2 million readers and is valued at more than \$125,000.

A \$200,000 full-page ad in *Woman's Day* promoting support for library funding was donated to ALA as part of its campaign partnership. A 2004 editorial outreach initiative/contest from *Woman's Day* promoting librarianship resulted in 500 entries. *Woman's Day* has 4 million

readers. The value of the partnership with *Woman's Day* is nearly \$1 million/year, according to Weber Shandwick.

4,000 libraries registered for a national teen reading initiative developed by ALA and Dean Foods, makers of Hershey's Milk. The interest and involvement of these libraries resulted in 1,500 contest entries from teens nationwide about their favorite book and why the message was meaningful. Weber Shandwick valued the partnership at \$2 million/year.

In 2004, nearly 2,000 libraries registered for the Join the Major Leagues @ your library program, resulting in 1,500 contest entries from adults and children nationwide. Weber Shandwick values the partnership with Major League Baseball at \$2 million/year.

A voter education initiative with Working Assets resulted in the participation of 2000 libraries and 20,000 people registering to vote or updating their voter registration information prior to the Presidential election in November 2004.

### **Evaluation**

As the recommendation of KRC Research, a subsidiary of Weber Shandwick, the ALA Office for Research and Statistics conducted a member survey in the spring and summer of 2003. The purpose was to assess members' awareness of the campaign and its value to them. The survey was sent to a random sample of 2,400 public, school and academic librarians. 90% of respondents indicated they were aware of the campaign and 87% said it was a good thing for ALA to do. Two-thirds of survey participants indicated they were participating in the campaign in some fashion.

In March 2002, KRC Research, conducted a random telephone survey of 1000 adults to assess their attitudes toward public libraries. The campaign's key messages were tested through the survey. The results indicate that Americans are most persuaded by messages focused on public libraries as dynamic and changing for the better and being places of opportunity – two of the campaign's key messages.

In 2003, Jennifer Sosin, President, KRC Research, met with the ALA Executive Board to develop a plan for benchmarking the campaign with ALA members and other users of the campaign's messages and materials. She noted that "in public awareness and education campaigns, impact among targeted audiences flows in three distinct phases: 1) Increased awareness; 2) Shifts in attitudes; and 3) Desired changes in behavior.... This [first] phase is when the impact of a campaign first becomes apparent, with many campaigns seeing increases in awareness among key audiences the first couple of years.... Changing attitudes and behaviors are much longer-term goals – taking anywhere from a few years to 10 to 20 years (depending on the resources devoted to the campaign, the targeted audiences, and outside factors)."

In the next year, the Campaign will be working with ALA divisions to assess the reach and impact of their @ your library initiatives. Over the next 12 months, there also will be another member survey conducted to evaluate awareness and assessment of the value of the campaign to academic, school and public libraries.

## **NEXT STEPS**

On April 4, 2005, a member group met with ALA staff to begin planning for the next five year of The Campaign for America's Libraries. This group included Sally Reed, Chair, ALA Public Awareness Committee; Patricia Glass-Schuman, Chair, Library Advocacy Now! Subcommittee and a past president of ALA; John W. Berry, Chair, International Relations Committee and a past president of ALA; Clara Bohrer, President, Public Library Association; Veronda Pitchford, member, Library Advocacy Now! Subcommittee; and Lisa Wolfe, President, L. Wolfe Communications.

The group agreed to reconvene in the fall. To obtain additional input on future Campaign goals and activities, the group decided to collect feedback through the following:

- Meeting with Unit Managers in late April;
- Discussion with the Executive Board at the Spring 2005 Board Meeting;
- Open hearing at the ALA Annual Conference in June;
- Discussion at the Fall Joint Board/Division Leadership Meeting;
- New Website to collect comments and feedback from members across the Association; information will be collected in a database.

Based on this information, campaign goals for the next phase will go to the Board in Fall 2005. Currently, second phase campaign "kickoff" activities are scheduled to begin during National Library Week 2006.

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**2004 ALA Annual Meeting  
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**Topic:** @ your library Special Committee

**Background:** The @ your library Special Committee was established in June 2002. The initial charge was to:

“To work with the staff of the ALA Campaign for America’s Libraries to develop a public awareness campaign focused on school libraries.”

In June of 2004, outgoing chair Harriett Selverstone requested an extension of the committee’s term to complete their work. In the same month, Deborah Levitov, a member of the original committee, assumed the chair position. Her report and recommendations follow.

**Action Required:** Discussion of committee recommendations

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**Name of Committee:** @ your library® Campaign for School Libraries Special

**Committee Chair:** Deborah Levitov

**Committee Charge:** To continue working with the staff of the ALA Campaign for America’s Libraries on the public awareness campaign focused on school libraries and planning ongoing activities for AASL to provide guidance to members on public awareness issues.

**Function Statement:**

- Serve as liaison to the ALA Public Awareness Committee.
- Continue to plan institutes, pre-conferences and programs to disseminate campaign materials & provide public awareness training.
- Establish regular mechanisms to gather & share information on @ your library initiatives in school districts and states
- Develop some tools and processes for evaluating the success of the campaign effort



- Make recommendations for how AASL might organize a continuing effort in public awareness following the work of this special committee.

**Minimum Intended Outcomes:**

- To be determined

**How were the Minimum Intended Outcomes addressed:**

- We brainstormed future directions and discussed the possibilities of an Institute and a Newspapers in Education insert and made recommendations

**Committee accomplishments:**

- A new chair was appointed.
- Contact was made with the committee members to schedule a meeting with the committee at Midwinter
- Arrangements were made for the Chair to attend a meeting Public Awareness Committee's "Advocacy Coordinating Group" meeting at Midwinter
- Arrangements for the @ your library committee to meet on Friday, January 14<sup>th</sup>, 2:00 to 4:00 pm
- Copy of the Annual '04 report was received
- Worked on a list of concerns and recommendations, endorsed the idea of an Institute and and NIE insert.
- Plans for meeting at ALA in Chicago 2005 are in place.

**Committee Concerns/Still to be Done:**

Address the following:

- Setting up a formal mechanism to determine what is happening with the campaign and how to share information
- Survey to determine percentage of principals provided with awareness of the campaign
- Continuity between committees
- Measurement of success of programs/campaigns listed on regional reports submitted to Affiliate Assembly. Report to the Board
- Developing a survey similar to the one for the implementation of IP
- Check with ACRL to consider a partnership in evaluation
- Partnership with National PTA and other educational associations (NAESP, NASSP, etc).
- Poster session at Midwinter 2005 to share state plans
- Plans for an Advocacy focus at the Exploratorium at AASL in Pittsburgh
- Creation of an Advocacy Institute
- Development of a NIE insert

**Recommendations:**

In February I confirmed with Julie Walker that the committee would endorse the plan to go ahead with an Advocacy Institute and the development of a school library media advocacy insert that could be used for Newspapers In Education (NIE) in schools.

None of the current committee members were available to work on planning the Advocacy Institute or the insert. A sub-committee will need to be formed with the approval of the Executive Committee and guidance from them regarding the implications. The material needed for an Institute is probably 95% already developed, it would basically have to be organized into a format that can be communicated as an Institute and materials would have to be sent to potential presenters. The NIE insert will also need work.

The descriptions sent to the committee in February:

1. A regional Advocacy Institute package (similar to the Leadership Institute) that could be offered to affiliates for conferences or be used as a preconference for AASL. This would be a way to continue the initial efforts and investments in the campaign for schools and to offer further training for SLMS. There is money currently available in the AASL Institute budget that could be used for this.
2. To invest in money that is available via AASL in the Newspapers in Education (NIE) template for school libraries (some of us saw examples of this at our Midwinter meeting), but we did not understand how this was intended to be used. Julie explained it much better on the phone when I spoke with her. Jo Ellen Mieskan, LMS form CA is encouraging us to develop this. I think there is good potential for it to a way to promote school library connections and information literacy via newspapers.

Recommendations:

A small committee would need to work on the content and look of the template. This template would go out to schools that purchase the NIE subscriptions and it would promote school library use, making connections to newspaper use. The template would have to be created in a very generic way that would not speak to a particular collection or program. Instead, it would give general connections to school libraries, for example it might be connections to online resources, other newspapers, magazines, research that can be done related to newspapers, examination of ads found in newspapers, a media literacy link, or it could promote strategies--information literacy skills for using different kinds of text...compare various resources, etc. The audience for this would be teachers and students, linking them to school library media specialists and programs via the NIE program. The timeline for this would be to launch the template at the Fall AASL conference in Pittsburgh.

### **Conceptualization of the Institute:**

The primary focus of the institute must deal with the need for the campaign to embrace an advocacy approach when presented to school library media professionals. It must be taken from a marketing campaign to a different level to work successfully for school settings and must go beyond public relations. Library media specialists must not use this

as a campaign for activities and reading promotions only (although they will always have their place). It must link to academic achievement, school improvement planning and assessment as the top agenda items for schools and educators and be used as a vehicle to link with and collaborate with educators for those common goals. The campaign must show how the library media program is integral to moving forward the educational agendas. It should result in the stakeholders becoming the advocates for the library media program.

The AIDA approach used by 3M at the initial @ your library training/retreat is a good tool to help LMS understand the various levels of their messages: Awareness, Interest, Desire, Action to know how a message like “Picture yourself @ your library®” can be used with different intents, depending on the audience and the timing.

The institute needs to provide solid examples of the various levels represented by campaign planning: PR, Marketing and Advocacy, so that participants can really understand the difference and incorporate each into their plans. A critique of examples given is important to show how there can be a depth and breadth variance in the use of the campaign. **PR:** Bookmarks, bulletin boards, posters, pictures, etc. **Marketing:** ALA Campaign logo & resources, funding for promotional messages. **Advocacy:** connecting the messages to action that support and promote curriculum connections, staff development, research strategies, writing techniques, reading nonfiction text, citing sources, academic achievement and more.

Long term planning should be part of the institute to help participants work toward at least a three year plan that involves others (students, teachers, administrators, community, families). It should involve evaluation of the plan over time. Participants should leave with a good idea for a long term plan that reaches to various levels with PR, Marketing and Advocacy over the timeline they develop. Target audiences and stakeholders must be identified as part of the planning and connected to goals, resources and objectives with plans of how these people will be involved.

The resources available from AASL (the toolkit) and ALA (the campaign resources) should be incorporated within the institute along with how they can be used.

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**Topic:** Research and Statistics Committee Proposal

**Background:** At Midwinter 2005 a proposal to do an annual survey on school libraries came forward from this committee. AASL staff has been working with selected committee members, an outside advisor and the ALA Director of Research & Statistics to develop an RFP for this project. Responses to the RFP are due June 17<sup>th</sup>. Based on the number and quality of the responses, the Board may be asked to evaluate the feasibility of this project. Primary questions to be considered would be:

1. Is AASL willing to make the financial investment necessary to move this project forward.
2. Is there a market for the data that would be generated by the survey?
3. Could AASL reasonably expect to make the project self-supporting in the future?
4. Are the draft questions on target?

**Action Required:** Discussion and decision

**AASL Board of Directors**

**2004 ALA Annual Meeting  
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**Topic:** FY 06 Budget

**Background:** The final phase of the ALA budgeting cycle is official adoption of the budget at the Annual conference. This process includes final adoption of division budgets by each Board of Directors. The budget cycle for the fiscal year beginning September 1<sup>st</sup> of the following year begins at the fall Executive Committee Meeting when the Executive Committee, acting as the Budget and Finance Committee, sets broad budget goals based on program needs as defined in the Strategic Plan.

The budget is prepared by the Executive Director during the month of December and then undergoes internal review by a panel of senior ALA managers. In early May, the budget is submitted to the ALA Budget Analysis and Review Committee (BARC) for their approval.

Documents include a Budget Overview, which addresses elements required by ALA's Office of Planning and Budget as well as numerical trend data, a budget summary by project, and budget detail by project.

Due to the timing of the adoption of the new Strategic Plan, revisions to the budget at this conference may be necessary.

**Action Required:** Possible modification and final approval of the FY 06 budget