

Everyday Advocacy Matters

July 2016, Vol. 3, no. 4

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From the Editor

Share and Share Alike

As a child, I cringed when my parents said it.

The kids at school rolled their eyes when our teachers said it.

Everywhere we went—the classroom, the playground, a friend's house—adults were always saying it:

“Share and share alike.”

Through the lens of our that's-not-fair kid sensibilities, this usually meant one of two things: (1) You were most certainly going to end up with less of whatever it is you had; or (2) You'd better let someone else have something of yours if you wanted that kid to let you have something of his or hers. Either way, we lost.

As I was planning for this issue of Everyday Advocacy Matters, I decided to look into the origin of “share and share alike,” and I learned something surprising: It's actually a legal phrase dating back to the 16th century and most often applied in the settlement of wills and estates. “Share and share alike” means everyone gets an equal amount (or share) of whatever's being divided, so no one's really losing. In fact, it seems like everyone's gaining something.

Kind of like Everyday Advocacy, right?

It's not a coincidence that this issue of Everyday Advocacy Matters encourages you at nearly every turn to submit the Share Your Advocacy Story webform and let our colleagues know how you're making a difference in your library community.

When we all work toward creating a better future for children through libraries and share our successes and challenges along the way, every single one of us wins.

Jenna Nemec-Loise, Member Content Editor

ALSC Everyday Advocacy Website & Electronic Newsletter

[Send an email to Jenna](#)

[@ALAJenna](#)

Everyday Advocacy Spotlight

Everyday Advocacy 101: Share Your Advocacy Story

If you're new to Everyday Advocacy or just want a refresher, you're in luck!

The next several issues of Everyday Advocacy Matters will help you dig into the initiative's five tenets—Be Informed, Engage with Your Community, Speak Out, Get Inspired, and Share Your Advocacy Story—by directing you back to the great content on the [Everyday Advocacy website](#).

This issue invites you to dip your toes into the **Share Your Advocacy Story** tenet with this excerpt:

We bet you've had your share of proud moments advocating for the children and families at your library. We're sure you've got tried-and-true tips, tools, and techniques that have brought you past success with community partners, stakeholders, and policymakers.

Well, don't keep them all to yourself!

Complete the [webform](#) to share your advocacy victories with fellow ALSC members and other interested advocates. We'll celebrate your efforts by posting your story in an upcoming issue of the [Everyday Advocacy Matters e-newsletter](#) or the [Get Inspired section](#). We may contact you later for more details and photos, if available!

Savvy Success Story: Summer Breakfast at the Library

Meghan Malone of the [Turner Free Library](#) (Mass.) submitted the Share Your Advocacy Story [webform](#) last month and shared this great news about her Everyday Advocacy efforts on behalf of students in her library community:

"This summer we have partnered with our local public schools and [Project Bread](#) to offer FREE breakfast every weekday to kids ages 18 and under. I am very proud of this initiative, as we are a community where more than 50% of the kids are on free/reduced meals during the school year. Yay, us!"

Free breakfast at Turner Free Library began on June 27 and continues through August 26.

Does your library offer summer meals for kids? We want to hear from you! Submit the Share Your Advocacy Story [webform](#) and tell us all about it.

From the ALSC Advocacy Committees and Task Forces

Check out these recent ALSC blog posts for the latest from Priority Group I:

Advocacy and Legislation

Kendra Lu Jones, Co-Chairperson

[Connecting At-Risk Youth to Community Literacy Initiatives: This is Advocacy](#)

Intellectual Freedom

Chelsea Schmitz Couillard-Smith, Co-Chairperson

Laura M. Jenkins, Co-Chairperson

[That's Not Fair!](#)

Library Service to Special Population Children and Their Caregivers

Lesley Mason, Chairperson

[Serving Children with Disabilities in Libraries: A Beginner's Guide](#)

Public Awareness

Amy Koester, Chairperson

[Combatting Summer Food Insecurity at the Library](#)

School-Age Programs and Services

Robbin Ellis Friedman, Chairperson

[Summer Learning with Your National Parks](#)

News You Can Use

Dr. Carla Hayden Becomes 14th Librarian of Congress

Amazing news, Everyday Advocates!

On Wednesday, July 13, the U.S. Senate confirmed Dr. Carla Hayden as the 14th Librarian of Congress in a 74-18 vote. Dr. Hayden becomes the first woman and first African-American to hold this post in the institution's 214-year history.

Now it's time to celebrate and say, "Thank you!"

This week, send a handwritten thank-you note to ALA Washington Office Executive Director Emily Sheketoff and her staff for their tireless advocacy on behalf of Dr. Hayden and libraries everywhere. We couldn't have made Dr. Hayden's confirmation possible before the summer Congressional recess without their hard work!

Send notes to Emily and her staff at the following address:

American Library Association | Washington Office | 1615 New Hampshire Avenue NW | Washington, D.C. 20009

Attend the Library Campaign Training Institute

Free stuff is awesome, right? But we're sure you'll agree that free professional development—especially of the advocacy variety—is even better!

Beginning July 14, the [ALA Office for Library Advocacy](#) will begin the [Library Campaign Training Institute](#), a five-part webinar series designed to teach attendees how to create, market, and implement an effective advocacy campaign in their libraries. This free series is co-sponsored by [United for Libraries](#) and the [ALA Chapter Relations Office](#).

The following webinars are included:

- [Part 1: Building your Base](#)—July 14, 2016, 12:00 p.m. CST
- [Part 2: The Best Defense is a Good Offense](#)—July 21, 2016, 12:00 p.m. CST
- [Part 3: Message, Marketing, & Media](#)—July 28th, 2016, 12:00 p.m. CST
- [Part 4: Connecting with YES Voters + Part 5: Get out the Vote](#) (immediately following Part 4)—August 4, 2016, 12:00 p.m. CST

Individual registration is required for each session using the links provided above, so act now to reserve your spot(s)!

Connect with Congress During District Work Weeks

Did you know summer break isn't just for kids? Even Congress gets some time away from Washington, D.C., during the heart of the summer months.

It's no day at the beach for our U.S. Senators and Representatives, though! After the Republican and Democratic National Conventions in late July, legislators will be back in their home districts to hear from constituents about the issues that matter most to them.

Taking place this year from August 1 to September 2, District Work Weeks coincide nicely with the end of our summer library programs and the beginning of the busy back-to-school season. Consider inviting your legislators to a library program or visiting their offices to share all the ways your library makes a difference for children and families in your community.

Need help finding your elected officials? Check out the [Legislative Action Center](#) to get all the details and contact information.

Have a District Work Weeks success story to share? Submit the Share Your Advocacy Story [webform](#) or send the details [via email](#).

Take the Fall 2016 Everyday Advocacy Challenge!

Looking for a great way to activate your inner Everyday Advocate and motivate your colleagues to do the same? Then volunteer to be a part of our next Everyday Advocacy Challenge (EAC) cohort!

We're looking for 10-15 participants to take the Fall 2016 EAC, which begins on Tuesday, September 6. Here's the scoop on what we'll be asking of you:

- **Commit** to completing four consecutive Take Action Tuesday challenges crafted by you and your cohort participants.
- **Collaborate** with your EAC cohort over the four-week period, sharing successes and troubleshooting issues via ALA Connect.
- **Write** a post for the ALSC blog about your EAC experience.
- **Contribute** a reflection for an upcoming issue of the *Everyday Advocacy Matters* e-newsletter.

Interested? Awesome! Submit the [EAC webform](#), and we'll be in touch with all the details. The deadline for the September challenge is August 15, so apply today!

Call for Submissions: October 2016 *Everyday Advocacy Matters*

Did you know that the *Everyday Advocacy Matters* (EAM) e-newsletter is always in production? As soon as we finish one issue, we're looking ahead to the next one. That means our October 2016 issue is on the horizon, and we need your content to help make it great!

Consider submitting a feature or news item for one or more of the following EAM sections:

- **Everyday Advocacy Spotlight.** We're looking for short articles (250-500 words) to use as our Savvy Success Story feature.
- **News You Can Use.** Help us highlight advocacy events, opportunities, and news items our colleagues can use to learn, share, and make a difference for youth and families in their library communities.
- **Get Inspired!** Let us know what motivates you and helps keep you going as an Everyday Advocate so we can inspire others, too.

Not sure what to submit? Take part in our Fall 2016 [Everyday Advocacy Challenge](#), and your work will automatically be included in the October 2016 issue!

Send your ideas to us [by email](#) so we can start working on a plan together. Don't wait, though! The submission deadline for October 2016 is September 15.

Get Inspired!

Umberger Wins 2016 Sullivan Award

When you think of awesome Everyday Advocates, you'll definitely want to remember Sheila Umberger, winner of the 2016 [Peggy Sullivan Award for Public Library Administrators Supporting Services to Children](#).

As stated in ALA's April [press release](#), "The Sullivan Award is presented annually to an individual in a library administrator role who has shown exceptional understanding and support of public library service to children."

Read the complete release for details on the 2016 Sullivan Award Committee's selection of Umberger, who was presented with the honor during the ALA President's Program at the ALA Annual Conference in Orlando.

Nominations Open for 2016 I Love My Librarian Award

We bet you know more than a few librarians who make an Everyday Advocacy difference for children and families in their communities. Why not nominate a public or school library colleague for the Carnegie Corporation of New York/*New York Times* [I Love My Librarian Award](#)?

Just complete the online nomination form for a [public librarian](#), a [school librarian](#), or [college, community college, or university librarian](#), but act fast! Nominations close September 19, 2016.

September Is Library Card Sign-Up Month

As public library professionals, we know we're handing kids the world when we hand them a library card. The best part? Our school library colleagues know that, too. That makes September the perfect time to collaborate with the schools in your community. It's more than just back-to-school business. It's [Library Card Sign-Up Month!](#)

Why not capitalize on this fantastic opportunity to advocate jointly with local schools to spread the word about library magic this fall?

Once you make those connections, we'd love to hear all about your successes and challenges. Submit the Share Your Advocacy Story [webform](#) and let us know how things turned out!

Register for the 2016 ALSC Virtual Institute

Looking for a great way to learn, share, and make a difference for youth and families using just a computer and an Internet connection? Then the [2016 ALSC Virtual Institute](#) is just what you've been waiting for!

Taking place online September 15-16, the Institute is everything you need in one place—programming, keynotes, networking, discussion forums and much more. This intensive learning opportunity with a youth services focus and is designed for front-line youth library staff, children's literature experts, education and library school faculty members, and other interested adults. It is one of the only virtual conferences devoted solely to children's librarianship, literature and technology.

Sounds like an Everyday Advocate's dream come true, right? [Register today](#) and get ready to hone the skills you need to be informed, engage with your community, speak out, get inspired, and share your advocacy story!

Calendar

August -- Congressional District Days

September -- [Library Card Sign-Up Month](#)

September 25- October 1 -- [Banned Books Week](#)

September 28 -- [Banned Websites Awareness Day](#)

Resources

Take Action: Link to the [Take Action Tuesday blog](#) for the most recent Take Action Tuesday challenge

From the ALSC Blog: [Food in the Library? An Interview with Amanda Courie about Summer Food Programs](#)

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<http://www.ala.org/everyday-advocacy/>