

TO: ALA Executive Board

RE: Status of Advocacy Initiatives

ACTION REQUESTED/INFORMATION/REPORT:
Information only

ACTION REQUESTED BY:
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Marc Merola, Director, Office for Library Advocacy

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DRAFT OF MOTION:
N/A

DATE: 06-14-10

SUMMARY: Recent activity of the Office for Library Advocacy is featured, including information on ALA response to the funding crisis. Updates include Trainings and Events at the ALA Annual Conference, Library Snapshot Day, Advocacy University and Ilovelibraries.org.

Trainings and Events at the 2010 ALA Annual Conference

Surviving in a Tough Economy: An Advocacy Institute Workshop

Surviving in a Tough Economy: An Advocacy Institute Workshop will take place on Friday, June 25, 2010, from 9 a.m. – noon at the Grand Hyatt, Independence C-E. Sessions included topics such as maintaining your budget; Working with Decision-Makers; Tips for a Successful Campaign in a Tough Economy; and Positive Messaging in a Tough Economy.

Speakers included: Carol Brey-Casiano, Chair, ALA Committee on Library Advocacy; Shirley Bruursema, Chair, Kent District (Michigan) Library Board of Trustees; Keith Michael Fiels, Executive Director, ALA; Loida Garcia-Febo, Queens Public Library; Judith Gibbons, Chair, ALA Advocacy Training Subcommittee; Patricia Glass-Schuman, Neal-Schuman Publishers; Kathleen Imhoff; Marci Merola, Director, ALA Office for Library Advocacy; Peter Pearson, Executive Director, Friends of the St. Paul (Minnesota) Public Library; and Denise Zielinski, DuPage (Ill.) Library System. The event is co-sponsored by the Delaware Library Association, the District of Columbia Library Association, the Maryland Library Association, and the Virginia Library Association.

Frontline Advocacy Train-the-Trainer Session

More than 100 library advocates are registered for the Frontline Advocacy: Train-the-Trainer, an initiative of ALA President Camila Alire. This program will empower all levels of library staff

to become better advocates for their libraries and for themselves, which is crucial for libraries to survive in this current economy. This Train-the-Trainer program will focus on selecting content and technology appropriate to settings and to all library types, as well as teaching techniques appropriate for the frontline advocacy initiative. Best 2.0 practices for frontline advocacy teaching and learning, as well as matching 21st century modes and methods of technology teaching to participant learning styles will be covered. Speakers include Dr. Camila Alire, 2009-2010 ALA President; Patricia Glass Schuman, Past-President, ALA; President, Neal-Schuman Publishers & Foundation; Dr. Julie Todaro, Co-Chair, 2009-2010 ALA Presidential Initiative; Patricia Smith, Executive Director, Texas Library Assn.; and Marci Merola, Director, ALA Office for Library Advocacy. It takes place on Friday, June 25, 2010, from 2:00 to 4:30 p.m., at the Grand Hyatt, Constitution Room C-E.

“Advocacy Hour” at the ALA Member Pavilion

The Advocacy Coordinating Group of the Committee on Library Advocacy (COLA) will host an "Advocacy Hour" at the ALA Membership Pavilion (#2525) on Saturday, Sunday and Monday, June 26, 27 and 28. Conference attendees are invited to bring their questions and talk to library advocates about key advocacy issues. Each hour will begin with an update on Library Advocacy Day. On Monday, Ron Carlee, Director, Domestic Strategic Initiatives for the International City/County Management Assn., will be discussing how to work with decision-makers.

Library Advocacy Day

The Office for Library Advocacy is collaborating with the Washington Office this year to present Library Advocacy Day. For one year only, Library Advocacy Day will replace National Library Legislative Day (NLLD). On June 29, 2010, over 1100 library advocates from all 50 states and Washington, D.C. will meet at Upper Senate Park on the U.S. Capitol grounds. The event, which will begin at 11 a.m., will feature guest speakers, photo ops, and a chance to cheer on libraries! After the rally, participants will meet with their elected officials and their staffs.

Funding Crisis Efforts

The ALA Office for Library Advocacy has organized an “ALA Crisis Team,” aimed at monitoring of and quick response to crisis situations affecting libraries around the country. The team consists of members of OLA, *American Libraries*, the Public Information Office, the Chapter Relations Office, ALTAFF and appropriate division(s). For the most current information, visit American Libraries at www.americanlibrariesmagazine.org.

Library Snapshot Day

In April, the Advocacy Coordinating Group of the Committee on Library Advocacy launched a national initiative to support Library Snapshot Day across the country. This effort marks the first collaboration of the Advocacy Coordinating Group as well as the first association-wide, grassroots, advocacy collaboration designed to assist at the state level. A total of 27 states committed to participate in this first national Library Snapshot Day, although not all were able to have the event in April in their state. The goal of the initiative is to generate photos, statistics and stories about the countless ways that patrons benefit from their local libraries.

Library Snapshot Day was originated by the New Jersey Library Assn. and the New Jersey State Library, to capture library usage across the state during a given day. Other states quickly followed suit, including Wisconsin, Kentucky, and Maine, as well as the DuPage (IL) Library System. Snapshot Days have been successful in garnering participation, numbers, and media attention. Visit www.ala.org/librarysnapshotday to learn more.

The Advocacy Coordinating Group will meet at Annual to discuss further plans for this initiative.

Advocacy University

Two new products will launch at the ALA Annual Conference:

Camila Alire's Frontline Advocacy Online Tutorial: www.ala.org/frontlineadvocacy

A frontline advocacy webinar is planned for early Fall. "Flash cards" with key messages for frontline advocates are being launched at Annual.

Organizing for a Tough Budget Year: www.ala.org/advocacyuniversity

Ilovelibraries.org

ALA's advocacy website for the public, Ilovelibraries.org, continues to be published twice monthly, run by a primarily volunteer staff comprised of ALA staff. The website is currently generating 8332 hits daily, with 1,300 subscribers. The Ilovelibraries.org Facebook page has almost 16,000 subscribers.