

**TO:** ALA Executive Board

**RE:** Status of Advocacy Initiatives

**ACTION REQUESTED/INFORMATION/REPORT:**  
Information only

**ACTION REQUESTED BY:**  
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**DRAFT OF MOTION:**  
N/A

**DATE:** 01-05-10

**SUMMARY:** Recent activity of the Office for Library Advocacy is featured, including information on ALA response to the funding crisis. Updates on initiatives, including Library Snapshot Day, staff advocacy meetings, trainings at conference, Advocacy University, and Ilovelibraries.org, is also included.

**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).

The most recent assistance this group provided was with Colton, CA, where the mayor shut both the main library and its branch in order to achieve a \$500,000 savings towards a citywide budget shortfall of \$4 million. Seventeen workers were laid off and it was expected that the libraries would remain closed until mid-2010.

The Library Board, local Friends groups, and outraged citizens voiced their concern at a city council meeting. ALA issued a statement from the president and Camila Alire met with library supporters. Less than one month later, the libraries were reopened. One full-time and four part-time library workers were reinstated. The library manager has not been called back to work, however.

## **Library Snapshot Day**

The New Jersey Library Assn. and the New Jersey State Library began a joint effort this year called Library Snapshot Day, which captures library usage across the state during a given day. Other states have followed up, 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.

At the 2009 Annual Conference, the ALA Advocacy Coordinating Group expressed interest in creating a how-to resource that all libraries could use to create their own Snapshot Day. Since then, OLA has been working with the New Jersey State Library's Peggy Cadigan to create an online resource, which has just gone live. Visit [www.ala.org/librariansnapshotday](http://www.ala.org/librariansnapshotday) to learn more.

Using this online resource, the ALA Advocacy Coordinating Group is facilitating efforts to help libraries around the country host their own Snapshot Days. At the Midwinter Meeting in Boston, the ALA Advocacy Coordinating Group will be discussing the possibility of making this a national initiative. This effort would mark the first collaboration of the Advocacy Coordinating Group and in essence, the first association-wide, grassroots, advocacy collaboration designed to assist at the state level.

## **Staff Advocacy Meetings**

The Office for Library Advocacy has begun convening regular meetings for ALA and Division staff who are working on library advocacy efforts at the federal, state, local and/or international levels. The goal is for staff to become better informed about advocacy efforts taking place across the association, as well as to increase opportunities for collaboration.

This group will complement the Advocacy Coordinating Group of the ALA Committee on Library Advocacy. Minutes from the meetings will be shared with the Advocacy Coordinating Group. Those attending the staff advocacy meetings will be invited to attend the Advocacy Coordinating Group meeting at Midwinter, along with appointed staff liaison. The first meeting took place on December 2, 2009.

## **Advocacy University**

Three items are scheduled to launch in time for the ALA Midwinter Meeting. They are:

The Library Snapshot Day Primer: [www.ala.org/librariansnapshotday](http://www.ala.org/librariansnapshotday)

Camila Alire's Frontline Advocacy Toolkit: [www.ala.org/frontlineadvocacy](http://www.ala.org/frontlineadvocacy)

Making Budget Presentations: [www.ala.org/advocacyuniversity](http://www.ala.org/advocacyuniversity)

## **Trainings at Midwinter**

### **Surviving in a Tough Economy: An Advocacy Institute Workshop**

Over 60 people have registered for the *Surviving in a Tough Economy: An Advocacy Institute Workshop*, which takes place on Friday, January 15, 2010, from 1:30 - 5 p.m. at the Boston

Public Library. Breakout sessions will include 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: Melding Traditional and Social Networking.

Speakers include: 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.

**Advocacy on the Front Lines: How to Make a Difference from Where You Sit**, a panel discussion on ALA President Camila Alire's Frontline Advocacy initiative. Join ALA President Camila Alire and guests in a discussion on Frontline Advocacy, a unique initiative designed to motivate, encourage and train librarians and library support staff to seize opportunities to promote the diverse professionals, resources, and services of public, school, academic, and special libraries.

Panelists include: Hampton "Skip" Auld, Director of the Durham County Library; Rochelle Logan, Associate Director of Support Services for the Douglas County Libraries; Anita Peterson, Senior Librarian of the Richard Donovan Correctional Facility, San Diego, CA; Connie Williams, Past President of the California School Library Association; and Jean Zanoni, Associate Dean of Libraries, Marquette University. This panel discussion is sponsored by the Camila Alire Presidential Initiative Workgroups in cooperation with the ALA Office for Library Advocacy, Governance Office and Office for Literacy and Outreach Services.

It takes place on Saturday, January 16, 2010, from 1:30 - 3:30 p.m., at the Boston Convention & Exhibition Center, Room 260.

### **Ilovelibraries.org**

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