

TO: ALA Executive Board

RE: Status of Advocacy Initiatives

ACTION REQUESTED/INFORMATION/REPORT:
Information only

ACTION REQUESTED BY:
Cathleen Bourdon, Communications and Member Relations AED
Marcy Merola, Director, Office for Library Advocacy

CONTACT PERSON:
Marcy Merola, Director, Office for Library Advocacy
312-280-2431, mmerola@ala.org

DRAFT OF MOTION:
N/A

DATE: 10-07-10

SUMMARY: Recent activity of the Office for Library Advocacy is featured, including updates on presidential initiatives, an upcoming frontline advocacy webinar, work with ALA President Elect Molly Raphael, updates on the funding crisis efforts and Ilovelibraries.org.

Presidential Initiatives

Our Authors, Our Advocates

OLA is working with ALA President Roberta Stevens and the Our Authors committee (comprising Peggy Barber, Pat Tumulty and Maureen Sullivan) on implementation of the “Our Authors, Our Advocates” initiative. The goals of the initiative are to enlist authors, natural allies of libraries, as articulate and impassioned spokespeople that highlight the key role libraries play in the economic, social and educational fabric of our nation; to have libraries using the authors’ online and in-person advocacy messages created for “Our Authors, Our Advocates” to build support, financial and otherwise, for their institutions; and to have libraries using local celebrities to build support, financial and otherwise, for their institutions.

To that end, OLA is working with PIO to create PSAs from nationally-known authors. They will be made available through www.ilovelibraries.org. OLA is also working with consultants on creation of toolkit for libraries to use, entitled “Cultivating Your Local Notables.”

Why I Need My Library Video Contest

OLA is working with PIO, ALA President Roberta Stevens and the Why I Need My Library committee (comprising Diane Chen and Paula Brehm-Heeger) to create a video contest for teens.

Frontline Fundraising Tool Kit

OLA is working with ALA President Roberta Stevens and the Frontline Fundraising committee (Peter Pearson and Brett Bonfield) to create a fundraising tool kit.

Frontline Advocacy Webinar

OLA and Immediate Past-President Camila Alire are working on a webinar on Frontline Advocacy, scheduled for the last week of October, 2010.

The webinar will empower all levels of library staff to become better advocates for their libraries and for themselves, which is crucial for libraries to survive this current economy, and will contain a Train-the-Trainer focus. Additional details will be forthcoming.

Incoming Presidential Initiatives

Marci Merola is involved in weekly discussions with ALA President-Elect Molly Raphael to help execute her presidential advocacy initiative. The first face-to-face meeting will take place in Chicago this November.

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.

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. A new citizen advocacy piece is currently under development, and should launch by end of year.

The website is currently generating 8300 hits daily, with 1,300 subscribers. The Ilovelibraries.org Facebook page has over 22,000 subscribers.