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
Marci Merola, Director, Office for Library Advocacy

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

DRAFT OF MOTION:
N/A

DATE: 04-05-12

SUMMARY: Recent activity of the Office for Library Advocacy is featured, including The 2011-2012 Presidential Task Force on School Libraries; Molly Raphael’s Presidential Initiative; The Advocacy Institute; Webinars; Library Snapshot Day; COLA and related committees; privatization efforts; and Ilovelibraries.org.

ALA Office for Library Advocacy

Molly Raphael’s Presidential Initiative: Empowering Voices, Transforming Communities

OLA worked with ALA President Molly Raphael to create materials and present trainings at the 2012 PLA Conference, March 15, and the Oklahoma Library Assn. Conference, March 28. A new workbook was created to help attendees engage communities back at home.
A series of webinars began March 8, featuring David Lankes speaking on library transformation. Three more webinars will be held in the months ahead, focusing on community issues; empowering constituencies, and a final webinar featuring Molly Raphael and President Elect Maureen Sullivan discussion how they will continue the library transformation theme moving forward.

**Presidential Task Force on School Libraries**

The 2011-2012 Presidential Task Force on School Libraries, chaired by Pat Tumulty, Chair of the Committee for Library Advocacy, and Susan Ballard, Incoming President of AASL is focusing on creating statewide coalitions of school library advocates.

The goals of the Task Force are:

- To secure inclusion of school libraries with certified school librarians in the new federal ESEA legislation
- To galvanize school, public, academic and special librarians to address the crisis threatening school libraries
- To increase public awareness of the impact of the de-professionalization of school libraries on students and student achievement
- To help local advocates save school libraries at the local district level
- To support statewide advocacy efforts

**Privatization Efforts**


**Webinars**

The Committee conducted a webinar on February 29 entitled “Ask an Advocate,” where Chair Pat Tumulty and Director Marci Merola answered audience questions about advocacy and reviewed available resources from ALA.

“Creating Community Coalitions,” will take place on May 2, 1:30 PM Central. It will feature Lauren Comito of NY-based Urban Libraries Unite and Tara Seeley and Laura Johnson of the
Indianapolis-Marion County Public Library sharing their stories on getting supporters involved in advocating for their libraries.

Other webinars planned prior to Annual Conference include one on privatization and another “Ask the Advocate” webinar focusing on state data available through the Public Library Funding and Technology Study.

Ilovelibraries.org

ALA’s advocacy website for the public, Ilovelibraries.org, continues to be published twice a month. OLA recently worked with The Huffington Post to incorporate a “Libraries in Crisis” Newsfeed on the home page. The website is currently generating almost 10,000 hits daily, with over 3,000 subscribers to the e-newsletter. The Ilovelibraries.org Facebook page has more than 39,000 subscribers, and 900 Twitter followers.

Funding Crisis Efforts

The ALA Office for Library Advocacy has organized an “ALA Crisis Team,” aimed at the 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 divisions. For the most current information, visit American Libraries at www.americanlibrariesmagazine.org.