TO: ALA Executive Board

RE: Progress on the Advocacy Strategic Plan and 2014 Action Plan Items

ACTION REQUESTED/INFORMATION/REPORT:
Discussion

ACTION REQUESTED BY:
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SUMMARY: Details on progress of the Strategic plan for Advocacy as well as a status report on the Declaration for the Right to Libraries Initiative; the School Library website and plans for the re-launch of ilovelibraries.org

Strategic Plan for Advocacy
The Office for Library Advocacy is working with senior management on the format for the strategic plan for advocacy. Currently, we are aiming for four components of the plan:

- Vision statement
- Goals, Objectives, Strategies and Metrics
- Advocacy Framework and Portfolio
- Annual Action Planning

Visioning Work
“Visioning” work began at the 2014 ALA Annual Conference, via the Kitchen Table Conversations, and information-gathering “visioning sessions” during meetings of the Committee on Library Advocacy, Advocacy Coordinating Group, the Committee on Legislation, Chapter Relations Committee, Public Awareness Committee and Campaign for America’s Library subcommittee. In addition, chairs of these committees convened at conference to discuss sessions and next steps.

This fall, those committees held follow up visioning conference calls, and additional sessions are underway at fall Chapter conferences. Division leadership will have had a session on all three
areas of the strategic plan on October 24, 2014. A virtual town hall meeting is scheduled for November 19, 2014. Additional sessions will continue at the 2015 ALA Midwinter Meeting, including one held by ALA Council. Committee chairs plan to convene again at Midwinter, with the end goal of having enough information to begin the formation of a vision statement, as well as draft goals, objectives and strategies this spring.

Advocacy Framework and Portfolio
Two components that have been created include the framework or “Advocacy Continuum” and draft “Portfolio,” shown below.

The “Advocacy Continuum,” represented below in two formats, attempts to categorize various stages of the advocacy process: laying the groundwork (proactive public awareness); turning support into action (education, training and support of the profession); advocating for specific goals (lobbying activities); and responding to threats and opportunities (“hot” crisis issues such as budget cuts, position eliminations, book challenges). Two versions were created because random surveying we did revealed that people had very different responses to the image. Our goal was to convey that there is both a theoretical order, as well as a cyclical nature, to these stages of advocacy.

While not comprehensive at this point, the draft portfolio attempts to include all advocacy initiatives of the association and how they fit into the Continuum structure. Both of the Continuum and Portfolio documents attempt to create a snapshot of the advocacy work happening across the association, as well as how these initiatives fit into a larger vision.
Re-launch of Ilovelibraries.org
OLA and PIO have been working on plans to merge ALA’s two websites for the public, www.ilovelibraries.org and www.atyourlibrary.org into one: a new and improved Ilovelibraries.org, focusing on both public awareness about the importance of libraries and librarians, and increasing our advocacy reach.

The new ilovelibraries.org will continue to showcase initiatives of @ your library®, the Campaign for America’s Libraries, while calling attention to key issues facing libraries nationwide. Work is underway on a new wireframe, a refreshed logo, content strategy and updated editorial calendar, and internal staff operations. Social media channels for both websites will also be merged.

A soft launch is planned for the ALA 2015 Midwinter Meeting, with heavy coverage of the Youth Media Awards anticipated.

School Library Site on Ilovelibraries.org
OLA is working closely with AASL and PIO to execute components of the school library plan, including updated messaging, editorial planning and goal setting that is being integrated into AASL’s strategic plan, and strategic goals of both PIO and OLA.


Written specifically with parents in mind, it focuses on the importance of quality school libraries and certified school librarians for student success at all education levels. Facts about student success, lifelong learning and college and career readiness, as well as infographics, and videos produced by state school library associations help to illustrate the importance of quality school library programs. Tips for getting involved range from visiting a school library to writing op-eds for local publications.


Declaration for the Right to Libraries
Libraries around the country continue to use the Declaration for the Right to Libraries as an advocacy tool. The Kentucky Library Association recently held an event where Governor Steve Beshear signed the declaration. Signings of the declaration are also planned for the Illinois Library Association Annual Conference and the California Library Association Conference. It has been translated into Japanese and will be showcased at the Japan Library Conference in November. ALA President Courtney Young will be issuing an email letter to all members promoting the declaration later this fall.