

TO: ALA Executive Board

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

ACTION REQUESTED/INFORMATION/REPORT:

Discussion

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

DATE: 10-15-14

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

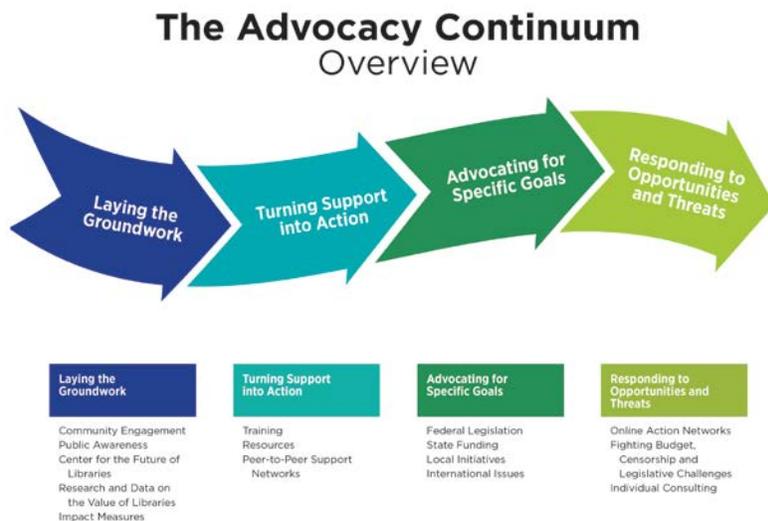
areas of the strategic plan on October 24, 2014. A virtual town hall meeting is scheduled for November 19, 2014. Additional sessions will continue at the 2015 ALA Midwinter Meeting, including one held by ALA Council. Committee chairs plan to convene again at Midwinter, with the end goal of having enough information to begin the formation of a vision statement, as well as draft goals, objectives and strategies this spring.

Advocacy Framework and Portfolio

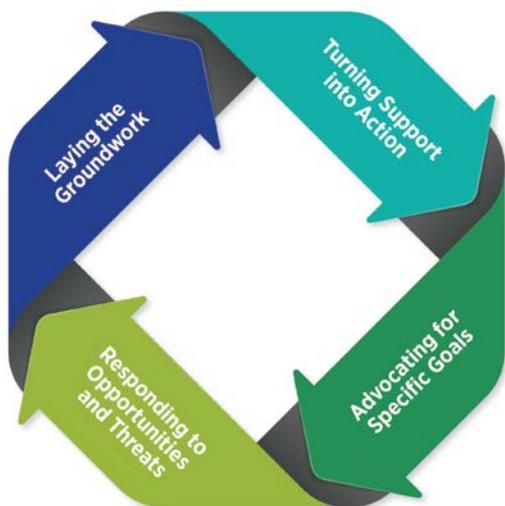
Two components that have been created include the framework or “Advocacy Continuum” and draft “Portfolio,” shown below.

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.



The Advocacy Continuum Overview



Laying the Groundwork

Community Engagement
Public Awareness
Center for the Future of Libraries
Research and Data on the Value of Libraries
Impact Measures

Turning Support into Action

Training
Resources
Peer-to-Peer Support Networks

Advocating for Specific Goals

Federal Legislation
State Funding
Local Initiatives
International Issues

Responding to Opportunities and Threats

Online Action Networks
Fighting Budget, Censorship and Legislative
Challenges
Individual Consulting

ALA American Library Association September 24, 2014

The Advocacy Continuum Program Portfolio *DRAFT*

Laying the Groundwork	Turning Support into Action	Advocating for Specific Goals	Responding to Opportunities & Threats
<p>Campaign for America's Libraries (PIO), Campaign for the World's Libraries (PIO, IRO)</p> <p>Center for the Future of Libraries (ALA)</p> <p>Declaration for the Right to Libraries, Pledge for ALA Advocate (ALA)</p> <p>I Love Libraries website for the public (OLA)</p> <p>Librarians Matter: Impact Research Database (ORS)</p> <p>Libraries Transforming Communities community engagement initiative (PPO)</p> <p>Library Celebrations: National Library Week, Library Card Sign-Up Month, National Library Legislative Day, Money Smart Week, International Games Day, National Bookmobile Day, National Library Workers Day (ALA); School Library Month (ASLS); El día de los niños/El día de los libros (ALSC); Preservation Week (ALCTS); Banned Books Week, Choose Privacy Week (OIF); Teen Read Week, Teen Tech Week, Celebrate Teen Literature Day (YALSA); National Friends of Libs Week</p> <p>School Library Campaign (AASL, ALA) State of America's Libraries report (PIO), State of Chapters Annual Report (CRO)</p>	<p>AASL's Advocacy Resources, School Libs and Student Success</p> <p>ACRL's Advocacy Resources, Value of Academic Libs</p> <p>Add It Up: Libraries Make the Difference in Youth Development & Education (ALSC, OLA, YALSA)</p> <p>Advocacy Institutes and Webinars (OLA, WO)</p> <p>Advocacy resources for special needs and underserved populations (ASCLA, OLOS)</p> <p>Advocacy University toolkits, resources (OLA)</p> <p>ALSC's Everyday Advocacy, Kids! @your library</p> <p>Every Child Ready to Read (ALSC, PLA)</p> <p>PLA's Advocacy Resources, Turning the Page, Smartest Card, Edge Initiative</p> <p>United's Trustee Academy, Citizens Save Libraries Power Guide</p> <p>YALSA's Advocacy Toolkit, Lib Service for Teens: Call to Action</p>	<p>Federal Library Legislation and Funding: LISTA, EISEA, E-rare, Access Legislation (WO)</p> <p>National Library Legislative Day and Virtual Library Legislative Day (WO)</p> <p>Library Copyright Alliance (ALA, ACRL, ARL)</p> <p>State Library Legislation and Funding (CRO, OLA)</p> <p>Disaster Relief for Libraries (CRO, IRO)</p> <p>Local library initiatives (CRO, OLA)</p> <p>International Library Issues, International Federation of Library Associations and Institutions (IRO)</p>	<p>Online Action Networks: Legislative Action Center, Engage (CRO, WO)</p> <p>Federal Library Legislative and Advocacy Network, Federal Legislative Advocacy Group (WO)</p> <p>District Dispatch, Library Text Alerts (WO)</p> <p>Take Action for Libraries in Your State (CRO)</p> <p>Consultancy services to support advocates (United, OLA)</p> <p>Support to libraries facing censorship challenges (OIF)</p>

ALA American Library Association October 16, 2014

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.

The ALA Office for Library Advocacy published "School Libraries Make the Difference," a new addition to I Love Libraries. It is available at www.ilovelibraries.org/school-libraries-make-difference.

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.

Created in consultation with the American Association of School Librarians (AASL), this resource complements AASL's new, "School Libraries Transform Learning," a digital supplement produced by American Libraries magazine. The digital supplement is available at www.americanlibrariesmagazine.org/issue/2014-school-library-digital-supplement and www.ilovelibraries.org/school-libraries-transform-learning.

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.