TO: ALA Executive Board

RE: Implementation Plan/Progress, ALA Strategic Direction: Advocacy

ACTION REQUESTED/INFORMATION/REPORT:
Discussion of recent progress and directions for the coming months.

ACTION REQUESTED BY:
Cathleen Bourdon, Associate Executive Director; Jeff Julian, PAO Director; Marci Merola, OLA Director; Emily Sheketoff, Associate Executive Director, Washington Office

CONTACT PERSON:
Jeff Julian, 312-280-5042, jjulian@ala.org
Marci Merola, 312-280-2431, mmerola@ala.org

DRAFT OF MOTION:
None

DATE: October 11, 2016

BACKGROUND:
The previous report and discussion about the advocacy strategic direction took place at the April 2016 Executive Board meeting. The current report and discussion provide a summary of progress since that meeting.

ATTACHMENTS:
Progress Report on Advocacy
PROGRESS REPORT ON ADVOCACY

Since the April 2016 report to the Executive Board, we’ve made progress on several of ALA’s advocacy strategies as articulated in the Strategic Directions. The developments below are keyed to these strategies.

STRATEGY 1: Develop a sustained national advocacy campaign to increase public awareness of the value, impact, and services provided by librarians and libraries of all types

Under the leadership of Sari Feldman, ALA launched a new national advocacy campaign, Libraries Transform, in October 2015. A report on the progress made during the campaign’s first year is available in EDB #12.7.

Julie Todaro kicked off the second-year of the campaign with a focus on the Expert in the Library. New “Because” statements which emphasize the “expert” theme were unveiled at the 2016 Annual Conference and are available online at librariestransform.org. The theme of the 2017 National Library Week will be Libraries Transform and the graphics for the week will include the expert in the library.

ACRL has a task force charged to develop messages and resources that will address the needs of academic and research libraries using the Libraries Transform campaign.

As of September 30th more than 3,700 libraries and library advocates have joined the campaign. A number of libraries have reported using the campaign to promote their services including 11 public libraries in Western Kentucky, the Ohio Library Council, and Marshall Public Library in Pocatello, Idaho. From October 1, 2015-Aug 31, 2016, there have been:

- More than 174,000 unique pageviews of the Libraries Transform website;
- More than 232,000 pageviews of the website;
- #librariestransform used more than 33,000 times on Twitter;
- More than 85,000 views of Libraries Transform-related videos on YouTube/Facebook;
- More than 16,000 downloads from the Libraries Transform Toolkit; and
- More than 900 articles mentioning the search term Libraries Transform.

STRATEGY 2: Provide coordinated resources and training to keep library advocates informed and engaged

More than 350 participated in a series of five webinars sponsored by OLA in July and August. The webinars were developed and presented by Libby Post of Communication Services and taught participants how to create, market, and implement an effective advocacy campaign for their libraries. A post webinar survey to assess learning outcomes will be conducted in October.
In collaboration with OLA and the Washington Office, AASL is offering a comprehensive workshop on ESSA to each state association affiliate. As of this writing, workshops have already been held in Michigan, Massachusetts, Delaware, Indiana, Illinois and Georgia, with 28 additional workshops scheduled.

OLA and OIF are launching a new advocacy training program designed to provide advocacy basics and intellectual freedom concepts. They will be presenting “Advocacy Bootcamps” at state association conferences this fall in Minnesota and Virginia, and six are planned for spring.

**STRATEGY 3: Recruit, mobilize, and inspire a growing network of library advocates at the local, state, national and international levels**

Due to efforts of the ALA Washington Office, the Office of Government Relations, CRO and OLA, the number of library advocates in Engage increased 4.3% last year and now totals 290,193. 87% of the advocates are active participants. Chapters used Engage 43 times in 2016 to support their advocacy efforts. New York for example used Engage for an end of session “thank you” campaign, and they plan to use it in 2017 for a pre-session Executive Budget letter campaign to the Governor. More than 10,000 have subscribed to District Dispatch, nearly 16,000 are following the Library Advocates tumblr, and more than 3,000 individuals took action during the 2016 Virtual Library Legislative Day.

OLA led a staff team in responding to 22 state and local advocacy requests over the past three months. Of the 22, 14 were in schools, 5 in public libraries, and 2 affected multiple libraries.

**STRATEGY 4: Gather, develop, and disseminate research documenting the value, outcomes, and impacts of libraries of all types**

In an effort to better support a library’s assessment needs, PLA’s Project Outcome partnered with the Urban Libraries Council’s Edge Initiative and the University of Washington’s Impact Survey to host a September 8th webinar, Measurement Matters: Using Edge, Project Outcome, and the Impact Survey to Assess and Improve Community Outcomes. 288 participated in the webinar. In a post-webinar survey 83% of respondents reported that they learned something new, and 65% felt they were more confident using the three tools in their library.

ACRL released a report in April that shows compelling evidence of library contributions to student learning and success. At the 2016 Annual Conference, ACRL released a statement on the value of academic libraries to be used by library leaders as a communication tool with academic leaders on their campuses such as provosts and presidents. ACRL has also contracted with OCLC to update their research agenda on library contributions to student learning and success.