

Everyday Advocacy Matters

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From the Editor

I'm So Glad We Had This Time Together

Everyday Advocates, this is the last issue of Everyday Advocacy Matters I'll pen. In just a few short weeks, my tenure as Member Content Editor of the ALSC Everyday Advocacy website and e-newsletter ends, and we'll welcome a fresh voice to lead our vibrant initiative into its next phase of awesome.

I'm not sad. How could I be? I've been honored to share my no-nonsense approach to advocacy with ALSC members since 2013. I've learned volumes about what it means to promote the purpose and value of strong and meaningful children's librarianship both within communities and beyond them. Honestly, I've had the best teachers.

I've had all of you.

And as Everyday Advocacy continues, I couldn't be happier for ALSC and all I've seen our membership accomplish in the last five years. I'm not one for long farewells, so I'll keep this short and sweet: Thank you, my friends. I've loved every moment of being your Everyday Advocate, and I'd do it all over again.

The glorious Carol Burnett said it best: "I'm so glad we had this time together."

Warmest regards,
[Jenna Nemec-Loise](#), Member Content Editor
ALSC Everyday Advocacy Website & Electronic Newsletter

Everyday Advocacy Spotlight

Everyday Advocacy 101: Types of Advocacy

If you're new to Everyday Advocacy or just want a refresher, you're in luck! Each issue of Everyday Advocacy Matters helps you dig into the initiative's five tenets—Be Informed, Engage with Your Community, Speak Out, Get Inspired, and Share Your Advocacy Story—by directing you back to the great content on the [Everyday Advocacy website](#).

In this issue, we look at fostering positive interactions with various audiences, with an excerpt from the [Be Informed](#) section:

Every day, opportunities to advocate abound. (Thus, the name of our site!)

This site focuses on sharing the necessity for Youth Services in public libraries; library services to kids and families; libraries; and youth services librarians.

Advocacy, at its most basic, is about relationships.

The relationships impacting our work are internal and external. Internally, we develop relationships and persuade our bosses and administrators, boards and coworkers of the value of serving kids and families, our youth services programs, and our own expertise.

Externally, we harness our passion to convince parents, other community members, partner organizations, and policy makers to make favorable decisions affecting our work, kids and families, the library, and us as professionals.

Every day, we have interactions with users, friends, relatives, neighbors, coworkers, and bosses that have the power to advance or retreat our cause. Want to increase your effectiveness at everyday advocacy? Ask yourself these questions, grouped by audience:

Users

- Do I present myself as friendly and helpful 99-100% of the time?
- Do I continue developing my knowledge so that I can confidently serve my customers?
- Do I present myself professionally in all ways?
- When I can't help a user, do I offer other avenues where he/she might pursue the question or need?
- Do I speak positively about other coworkers, other departments, and the library as a whole?
- When an opening arises, do I speak about the importance of my work and the library in the community?

Friends, Relatives & Neighbors

- Do I speak positively about the library, my work, the young users and their families whom I serve?
- Do I talk about my work as being important to the community? Do I give examples?
- Do I talk about my work as being important to me?
- Do I bring up library services and programs that I think others listening might enjoy or find useful?

Coworkers

- Do I share funny and cute stories from the Children's Department?
- Do I share the fun with coworkers, such as by parading costumed children through the library at

Halloween, encouraging children to show other staff things they have made at library programs, or inviting coworkers to watch or help with a Toddler Time?

- Do I talk about our work as important to the library's mission?
- Do I talk about my management responsibilities as well as my programming stories?
- Do I generally speak positively about my work and supportively of coworkers in other departments?

Bosses

- Do I talk about our work as important to the library's mission, with examples?
- Do I share relevant statistics, with context?
- Do I share testimonials that prove our work's worth? Do I share these both orally and in writing?
- Do I effectively represent the library and my department at community events?

Whenever you do any of the actions above, you are advocating. Big or small, decisions impacting the library—such as budget votes—are won not on the day of decision, but in the relationships built over time between library staff and the community.

From the ALSC Advocacy Committees

Check out these recent [ALSC blog](#) posts for the latest from Priority Group I:

Advocacy and Legislation Committee
Africa S. Hands, Co-Chairperson
Kendra Lu Jones, Co-Chairperson
[Refine your advocacy skills at 2018 ALA Midwinter](#)

Early Childhood Programs and Services
Stephanie C. Prato, Chair
[Making the Connection!](#)

Intellectual Freedom
Therese G. Bigelow, Co-Chair
Bruce Stewart Farrar, Co-Chair
[Challenges Made with the Best Intentions...](#)

Library Service to Underserved Children and Their Caregivers
Eva Thaler-Sroussi, Chair
[Bilingual Outreach at the Doctor's Office](#)

Public Awareness
Christy Estrovitz, Chairperson
[Championing Children's Services Survey Results](#)

School-Age Programs and Services
Cristina E. Mitra, Chair
[Hosting a Mock Award Discussion with Kids](#)

News You Can Use

Help Support IMLS Reauthorization

Calling all Everyday Advocates! The ALA Washington Office needs your help to ensure the reauthorization of the Institute of Museum and Library Services (IMLS), the primary source of federal support for our nation's museums and libraries. If your library or state receives funding through the Library Services and Technology Act (LSTA), you'll want to pick up the phone and call your federal legislators today: That funding happens through IMLS!

Take a few moments today to read "[Senators introduce bipartisan Museum and Library Services Act of 2017](#)," a recent post on District Dispatch with vital background information on IMLS and LSTA reauthorization. Once you've done so, [contact your Senators](#) and urge them to show support for libraries by becoming a cosponsor of S. 2271 (the bill number for the Museum and Library Services Act of 2017). Tell them how your library supports the constituents of their state, and tell them how LSTA funds enable your library to offer valuable services to your community.

Telling your Senators how federal funding makes a local impact on your library is Everyday Advocacy in action!

Advocacy Preconference @ ALA 2018 Midwinter

Attention [ALA 2018 Midwinter Meeting](#) attendees! On Friday, February 9, the [Office for Library Advocacy](#) and the [Office for Intellectual Freedom](#) will offer two pre-conferences.

Advocacy and Intellectual Freedom Bootcamp. Featured in numerous ALA chapters over the past year, this three hour, interactive workshop focuses on key shifts in our understanding of advocacy, and introduces new techniques to build relationships with decision-makers, help set a community agenda, deliver four solid, research-based messages through library champions, and tell the library story succinctly and powerfully. Learn how to apply recent findings in brain research to effective library advocacy. For more information, visit the [Advocacy Bootcamp webpage](#).

Recruit and Rally: Advocacy Training Institute. The opportunity to take part in this exciting new initiative is limited to people who have attended a Bootcamp before (but the morning session qualifies). At the end, participants will have the knowledge and materials to take the Bootcamp message on the road--and may even use it to raise money for their own state associations.

Each workshop costs \$25, which helps underwrite materials and refreshments.

Both workshops are open not only to librarians, but to anyone interested in helping to make their community stronger, and assure that their library is at the heart of it.

Registration is required. To register to either or both pre-conferences, go to 2018.alamidwinter.org/registration/register-now

Questions? Email Jamie LaRue.

Get Involved with National Library Legislative Day (NLLD) 2018

From May 7-8, 2018, Everyday Advocates from around the country will gather in Washington, DC, to talk libraries and library-related issues with national legislators. The good news? There's more than one way to get in on this high-impact, high-energy event that makes a difference for youth and families!

Join us in Washington, D.C. Registration for this year's event is now open! Ask your supervisor, library administrator, or principal about attending [National Library Legislative Day](#) (NLLD) in person. Make your case to be there by stating how federal legislation needs your support through the stories you can tell about your school or public library and the community you serve.

Take part virtually. Can't make the trip to Washington, D.C.? You can still be a part of the action! [Virtual Library Legislative Day](#) takes place from May 7-11, 2018, and we'll provide you with all the details you need to participate from your library or home. Watch for more resources coming your way this spring.

Advocacy at the 2018 ALSC National Institute

Heading to Cincinnati for the 2018 ALSC National Institute this fall? The outstanding [program line-up](#) includes a not-to-be-missed session called Demystifying Advocacy: Building Support for Your Library.

Here's a description of this session that's a perfect fit for Everyday Advocates of all experience levels:

New to, or not quite comfortable, doing advocacy work for your library? The Association for Library Service to Children's toolkit for advocating with elected officials about the importance of youth librarianship will provide the boost in confidence you are looking for. Learn how the toolkit is already being used, including for National Library Legislative Day. Plus, take part in a hands-on activity, which will give participants the tools needed to advocate in their communities.

[Register](#) and [book housing](#) today to get in on all the awesomeness the Institute has to offer!

Get Inspired!

February Is Love Your Library Month

Don't let Cupid steal the show! Throughout February, invite children, families, and community stakeholders to create special Valentines expressing their love for your library. Hearts are sure to melt when you share these tokens with library administrators or local policymakers.

Why not consider designating a Love Your Library wall in your children's space? Encourage families to write "love notes" to share their favorite things about your library and post them on the wall for stakeholders to enjoy.

YALSA's 2018 Teen Tech Week™: Libraries are for Creating

From March 4-10, connect with your YALSA colleagues to find out how they're helping teens succeed in school and prepare for college and 21st century careers during the 2018 Teen Tech Week™ (TTW) celebration.

Using the theme Libraries are for Creating, TTW 18 "encourages teens to take advantage of all the great digital tools offered through the library to become content creators, and to leverage library resources to share out their creations, whether they be podcasts, videos, apps, games, wearable tech, or some other fabulous invention or creation!"

Check out the [YALSA Teen Tech Week Ning](#) to learn more about this year's theme and find new ideas to adapt in your work with the younger set. (Joint programming ideas, anyone?)

Share Your Advocacy Story

We bet you've had your share of proud moments advocating for the children and families at your library. We're sure you've got tried-and-true tips, tools, and techniques that have brought you past success with community partners, stakeholders, and policymakers.

Well, don't keep them all to yourself!

Complete the [Share Your Advocacy Story webform](#) to humble brag about your advocacy victories, thereby inspiring fellow ALSC members and other interested advocates. We'll celebrate your efforts by posting your story in an upcoming issue of the Everyday [Advocacy Matters e-newsletter](#) or the website's [Get Inspired section](#). We may contact you later for more details and photos!

Calendar

[ALA 2018 Midwinter Meeting](#)

February 9-13

[ALA Youth Media Awards](#)

February 12

Teen Tech Week

March 4-10

Freedom of Information Day

March 16

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<http://www.ala.org/everyday-advocacy/>