

TO: ALA Executive Board

RE: Status of Advocacy Initiatives

ACTION REQUESTED/INFORMATION/REPORT:
Information only

ACTION REQUESTED BY:
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DRAFT OF MOTION:
N/A

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SUMMARY: Recent activity of the Office for Library Advocacy is featured, including work with the Advocacy Coordinating Group, the school library campaign, privatization efforts, presidential initiatives, the Advocacy Institute and webinars, Library Snapshot Day, and Ilovelibraries.org.

ALA Office for Library Advocacy

The Advocacy Coordinating Group

COLA Committee Chair Pat Tumulty is instituting regular, monthly calls of the Advocacy Coordinating Group and staff liaisons in an effort to keep the association better informed of advocacy issues and activities across the association. Much of the work of this Group will be coordinated with the new School Library Campaign.

School Library Campaign

Working with AASL, OGR and others, the Office for Library Advocacy is leading efforts for a School Library Campaign. A Presidential Task Force on School Libraries is being chaired by Pat

Tumulty, Chair of the Committee for Library Advocacy, as well as Susan Ballard, Incoming President of AASL.

Members from across the association and their respective staffs are being called on to assist in this effort. The roster is as follows: Sonia Alcantara-Antoine, PAC Chair; Cynthia Czesak, CRC Chair; Nancy Everhart and Cindy Pfeiffer, AASL Liaisons; Ann Dutton Ewbank and Deb Logan, COLA Liaisons; Donna McDonald, ALTAFF President; Eva Poole, COL Chair; Krista Taracuk, representing AASL Affiliates; Sylvia Norton and J. Linda Williams, Executive Board liaisons; Scott Walter, ACRL liaison; and Marcia A. Warner, PLA President.

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

As a first step, the task force organized a letter that was sent via Molly Raphael, announcing the task force and asking for urgent action on behalf of the SKILLS Act and AASL's Congressional Briefing that will take place on October 17, 2011, in Washington, D.C.

The task force will next focus efforts on promotion at the AASL Conference, to be held in Minneapolis at the end of October. OLA staff will be present at that conference.

Privatization Efforts



OLA has been working with ALA Editions to merge the work that ALA researchers on privatization, Nancy Bolt and Karen Stregé, have been doing, with an upcoming "Special Report on Privatization," produced by ALA Editions. It features case histories of libraries recently privatized, a forward written by Pat Tumulty and Marci Merola, and links to "Keeping Libraries Public: A Checklist on Privatization." It should be released in spring of 2012.

The Committee on Library Advocacy's Task Force on Privatization has disbanded. OLA is working on a plan to put a support and information network in place for librarians and library supporters facing privatization.

Empowering Voices: Molly Raphael's Presidential Initiative

OLA has been working closely with President Molly Raphael's committee to plan the Empowering Voices initiative. Marci Merola will be presenting with Molly at the Illinois Library Association Conference on October 18, 2011.

Additional plans for programming at Midwinter are underway.

Advocacy Institute and Webinars

The Committee on Library Advocacy's Advocacy Training Subcommittee will hold an Advocacy Institute at Midwinter. "Mobilizing Community Support for Your Library: An Advocacy Institute Workshop," will take place on Friday, January 20, 2012, from 1 to 4 pm. Attendees will learn how to engage and mobilize friends groups, opinion-makers and civic organizations to support public, school and academic libraries. Rocco Staino, retired New York school librarian, will discuss how to create school library friends groups. Other speakers will be announced as they are confirmed. The program will be cosponsored by AASL and the Texas Library Assn.



The Committee has opted to cancel the Advocacy Institute at the Annual Conferences, due to high competition at pre-conferences and cost constraints. Instead, it will begin regular webinars on a variety of topics, including privatization, the school library campaign, and a Library Snapshot Day "How-To" focused on ALA Chapters.

Ilovelibraries.org



Ilovelibraries.org ALA’s advocacy website for the public, Ilovelibraries.org, continues to be published twice a month, run by a primarily volunteer staff comprised of ALA staff. New resources for citizens who want to get involved will launch by Midwinter. The website is currently generating 9,000 hits daily, with 2,215 subscribers to the e-newsletter. The Ilovelibraries.org Facebook page has more than 35,000 subscribers.

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.