

Everyday Advocacy Matters

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From the Editor

Three Cheers for Everyday Advocacy!

In 6th grade, I tried out for the St. Mary's School cheerleading squad, and it was an epic fail.

Oh, don't feel too bad for me—it was for the best. For starters, I didn't have the physique for it, so the uniform would have been a travesty on me.

More to the point, I had nothing in common with the other girls who made the cut. Cathy, Judy, and Erin talked mostly about make-up, hair, and boys, total snoozers for a girl who spent her free time reading V.C. Andrews novels, watching the original *Star Wars* trilogy repeatedly, and hanging out on horse farms.

Funny how life works, though, right? Who'd have guessed that decades later, I'd go to library school and become a different kind of cheerleader—the Everyday Advocacy kind.

I'd love for you and our ALSC colleagues to be on my squad. The best part about that? You don't even have to try out! Since you work with children and families in libraries, I already know you've got what it takes to be an awesome Everyday Advocate.

Sure, we can all use a little work on our technique, but as Han Solo said to Luke Skywalker about the Millennium Falcon in *Star Wars Episode IV: A New Hope*, "She's got it where it counts, kid." So do we!

As 2015 gets underway, I hope you'll join me in giving three cheers for Everyday Advocacy and all the reasons it's so important.

Let's hear one for our libraries and their incredible power to transform lives. (I can't hear you!)

Now let's have another for ourselves as we work daily to improve outcomes for children and families. (A little louder, please!)

Lastly, let's give it up for the children's programs and services that bring such tremendous value to our library communities. (That's the spirit!)

This issue of *Everyday Advocacy Matters* is filled with ways you can embrace your Everyday Advocacy role in 2015. Read on for all the details! And if you hear some faint cheering in the distance, that'll be me, supporting you every step of the way.

Best wishes for a bright, happy, and Everyday Advocacy-filled New Year!

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Everyday Advocacy Spotlight

Creating a Better Future for Children through Libraries: The Advocacy Button Campaign

Every day you're out there creating a better future for children through libraries. Why not let everyone know what you do and why it's important?

As part of the Everyday Advocacy initiative, ALSC is giving away buttons with a call to action. Attached to each button is a tip sheet created by the Advocacy & Legislation Committee and filled with talking points to help you articulate the value of youth library service.

This spring, we're challenging you to develop your elevator speeches, wear your button proudly, and remind people how you create a better future for children through libraries. What you do matters, and how you say it makes an Everyday Advocacy difference!

Join our colleagues in Chicago as we kick off the button campaign at Midwinter's Leadership & ALSC session on Saturday, January 31st. Open to everyone (not just committee chairs and priority group consultants), this session is sure to inspire your Everyday Advocacy efforts!

Here's what you'll do at the session:

1. Pick up your fancy button and handy tip sheet;
2. Hear more about using value-based language (VBL) to write great elevator speeches;
3. Swap advocacy stories and even more awesome ideas with your ALSC colleagues; and
4. Get answers to your burgeoning advocacy questions from ALSC leadership.

Not attending Midwinter in Chicago? No worries. The tip sheet also will be available on the Everyday Advocacy website.

Could there be a better way to start 2015? (No, we don't think so, either.)

We know you've been waiting for just the right moment to get started with Everyday Advocacy. How about now?

Ask an Everyday Advocate

We only need a few more things to get "Ask an Everyday Advocate," our new *Everyday Advocacy Matters* feature, up and running: Questions from ALSC members! (No questions, no feature. That's a bummer, right?)

We know there's someone out there with a question they'd love to ask an experienced Everyday Advocate. Could that someone be you? If it is, send us your query. We'll find just the right person to address your question and publish his/her response in an upcoming issue of *Everyday Advocacy Matters*.

Remember, chances are pretty good we're all wondering the same things. Be the Everyday Advocate who gets us started by asking! We'll all benefit from your bravery.

From the ALSC Advocacy Committees

Check out these recent ALSC blog posts for the latest from Priority Group I:

Advocacy and Legislation

Robyn Lupa, Chairperson
A Prescription for Reading

Early Childhood Programs and Services

Matt McLain, Chairperson
Music and Movement at the Library

Intellectual Freedom

Heather Acerro, Chairperson
The Stories of L, M, N, O, P and the Freedom to Read

Library Service to Special Population Children and Their Caregivers

Africa Hands, Chairperson
Resources for Serving Special Populations

Public Awareness

Amy Koester, Chairperson
Building a Home Library for Friends and Family

School-Age Programs and Services

Sarah Abercrombie, Chairperson
Host a Babymouse and Squish Program!

News You Can Use

Get to Know ALA's 2015 Strategic Initiatives

Everyday Advocates, here's your chance to help shape the future of ALA by getting involved in the 2015 strategic planning process! ALA leadership wants your input on the three strategic initiatives—Advocacy, Information Policy, and Professional & Leadership Development—that will be priority areas for the association over the next 3-5 years.

We know you've got things to say, so bring a strong youth voice to the conversation happening now on ALA Connect! And be sure to check out the archived versions of the Virtual Town Hall meetings hosted by ALA President Courtney Young and ALA Executive Director Keith Michael Fiels late in 2014:

- Advocacy (November 19)
- Information Policy (November 20)
- Professional & Leadership Development (December 11)

Don't miss this fantastic opportunity to be an Everyday Advocate for ALSC and our colleagues serving children!

Shiny & New: The District Dispatch Redesign

On December 9, 2014, the American Library Association's Washington Office launched a new and reinvigorated District Dispatch blog highlighting federal legislation and policy news that impacts libraries.

The new District Dispatch makes it easier for library advocates to find important information, policy news, search articles, share news, and "drill down" further into national policy issues. The redesign also includes a

Breaking News feature that makes it easier for advocates to find the most current and critical policy information they need to take action at the national level. Finally, the new blog makes it easier for library staff to find free policy-related webinars.

As we head into a new Congress, ALA members are encouraged to subscribe to District Dispatch to keep abreast of relevant library policy news, such as federal funding opportunities, copyright reform, open access legislation, Federal Communications Commission proceedings, and much more. Visit the blog today.

NPR's Update on Screen Time

Throughout 2014, National Public Radio (NPR) joined the discourse about young children and screen time, an issue still largely debated among early childhood professionals. Get up to speed on the latest points-of-view and perspectives with "An Update on Screen Time," NPR's year-end summary of the pieces aired over the past year along with links to the original stories.

Main points covered in the update summary include the following:

- Media can have a positive impact on kids and learning;
- The American Academy of Pediatrics (AAP) may be reconsidering its strict recommendation of no screen time for children under age 2; and
- Mindful use of screen time centered around adult-child interaction is most effective.

Use this robust collection of resources to consider or rethink your Everyday Advocacy role in new media use and evaluation. On which side of the debate do you land?

Save the Date: National Library Legislative Day 2015

Mark your calendars, Everyday Advocates! National Library Legislative Day (NLLD) takes place in Washington, D.C., on May 4-5, 2015.

Start making plans now to be a part of this unique opportunity to engage with library advocates from across the country. Why not connect with your state's NLLD coordinator now and let him/her know you're interested in attending this year's event? Then talk up your colleagues and see about forming a youth services contingent from your community or region.

Registration for NLLD-15 began January 8. See you on Capitol Hill this May!

Get Inspired

Not-to-Be-Missed Advocacy Meetings & Sessions in Chicago!

Looking for some great ways to get your Everyday Advocacy on in Chicago? Add these sure-to-inspire sessions to your ALA Midwinter 2015 scheduler:

- Leadership & ALSC (includes advocacy button campaign kickoff)
- Washington Office Update Session—Whither Washington: The 2014 Election and What It Means for Libraries
- Washington Office Breakout Session I—All Eyes on IMLS: Funding Priorities and Reauthorization
- Washington Office Breakout Session II—An Hour a Week: Library Advocacy is Easy!!!
- ALSC All Committee (includes Priority Group I—Child Advocacy Committees)
- Advocacy Coordinating Group (ACG) + Committee on Library Advocacy Visioning Meeting

Building STEAM with Día Book Lists

Did you know there's a great new set of resources to help you advocate for the importance of both diverse children's books and STEAM (science, technology, engineering, art, and math) activities in libraries? Get ready—the brand-new Building STEAM with Día book lists are here!

Developed by members of the Quicklists Consulting Committee, the four Building STEAM with Día book lists are available for children from birth to Pre-K; Kindergarten to 2nd grade; 3rd to 5th grade; and 6th to 8th grade. PDFs of the reading lists are available online in full color and are free to download, copy, and distribute. Each list also features simple and age-appropriate STEAM activities for one of the included titles.

Snap up these little pieces of genius today and use them to make your programming and advocacy efforts awesome!

YALSA's 2015 Teen Tech Week™: *Libraries are for Making...*

From March 8-14, 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 2015 Teen Tech Week™ (TTW) celebration.

Using the theme "Libraries are for Making...", TTW 15 helps "demonstrate the value your library gives to the community by offering teens a space to extend learning beyond the classroom where they can explore, create, and share content."

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?)

Take Action Tuesday Recap

For almost a year, we've challenged you to be a part of Take Action Tuesday, a weekly day of engagement to help you learn, share, and make a difference for libraries and library services to children in your community.

Haven't had a chance to get in on these challenges? No problem! Here's a recap of the weekly prompts since October so you can catch up or plan ahead for next year:

- October 7—Start making your case to attend the ALA 2015 Midwinter Meeting in Chicago.
- October 14—Find out how a YALSA colleague is celebrating Teen Read Week (October 12-18, 2014).
- October 21—Celebrate National Friends of Libraries Week (October 19-25, 2014).
- October 28—Put an Everyday Advocacy twist on your fall library celebrations.
- November 4—Designate a Gratitude Wall in your children's area.
- November 11—Send a handwritten note of thanks to at least one stakeholder in your library community.
- November 18—Ask your members of Congress to pass the USA FREEDOM Act.
- November 25—Ask a question of another Everyday Advocate.
- December 2—Commit to spending an hour on advocacy this week.
- December 9—Add an event to the 2015 Día National Program Registry.
- December 16—Spend 15 minutes exploring District Dispatch, the official blog of the ALA Washington Office.
- December 23—Respond to the Evolving the Carnegie Medal Task Force survey.
- December 30—Make a 2015 Everyday Advocacy resolution. Then keep it!

Calendar

January 30 to February 3 - ALA Midwinter in Chicago

February 2 - ALA Youth Media Awards

March 8-14 - YALSA 2015 Teen Tech Week™

March 13 - Digital Learning Day_

March 16 - Freedom of Information Day

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