Committee on Library Advocacy & Advocacy Training Subcommittee Meeting
2012 ALA Annual Conference
Saturday, June 23, 2012
10:30 a.m. to Noon
Crowne Plaza Anaheim Resort- Mazatlan A

In attendance: Patricia Tumulty, Chair, Committee on Library Advocacy (COLA); Jenny Benedict, Director, West Vancouver Memorial Library; J. Drusilla Carter, Director, Blue Ridge Regional Library; Judith Gibbons; Donna McDonald, Trustee, Arkansas River Valley Regional Library; Linden Renner, Deputy Director of Libraries, Alexandria Library; Patricia Glass Schuman; Cindy Singer, Community Library Manager, County of Los Angeles Public Library; Elaine Tai-Lauria, Head of Lending Services, Greenwich Library; Joan Weeks, Sr. Instruction Librarian, Library of Congress; and Denise Zielinski, Black Road Branch Manager, Joliet Public Library

Staff Liaisons: Marci Merola, Director, ALA Office for Library Advocacy (OLA) and Jaclyn Finneke, OLA

Welcome & Approval of Minutes from ALA 2012 Midwinter Meeting
Patricia Tumulty, Chair, COLA, welcomed the group.

Advocacy Corner Update
In lieu of the Advocacy Institute preconference, COLA’s Advocacy Coordinating Group (ACG) presented the Advocacy Corner on Saturday, June 23 from Noon to 4:30 p.m. and Sunday, June 24 from Noon to 3:30 p.m. at the ALA Membership Pavilion (#1939) on the exhibits floor during Annual. It consisted of 30-minute workshops, presentations, and Q&A sessions on advocacy issues and initiatives from around the association. The goal was to increase awareness of advocacy efforts, to create opportunities for one-on-one discussions and to generate interest in the larger conference among “exhibit-only” attendees.

Saturday speakers and topics included: “February Should be Your Library Lovers Month,” Susan Schmidt (ALTAFF); “Influencing Opinion Leaders: Practical Strategies for Library Board Trustees,” Jenny Benedict (COLA); “Learn about Turning the Page 2.0, PLA’s free advocacy training program,” Lynn Slawsky and Stephanie Gerding (PLA); “National Statistics for Local Advocacy? You Betcha!”, Judy Hoffman (ORS); “Winning the Influence Game: 10 D.C. Insider Strategies for Making a Difference for Libraries,” Stephanie Vance (OGR); “Power of Persuasion,” Dr. Ken Haycock; “A Guided Tour of AASL’s Advocacy Resources,” Judi Repman (AASL); “Unleash Advocacy for Your Library,” Linden Renner and Joan S. Weeks (COLA); and “An Annual Grassroots Advocacy Campaign that Keeps Public $ Strong,” Peter Pearson (ALTAFF).


Over 200 Annual registrants marked the programs as of interest to them on the ALA Connect Conference Scheduler. OLA planned to review the event and survey attendees following Annual for feedback. It was discussed that it would be beneficial to contact speakers to see if they would be interested in presenting their session as a webinar in the future to reach a larger audience.
Pat Tumulty explained to the group that the purpose of the ACG is to foster communication and cooperation among all interested committees, units, and divisions in order to develop programs and activities in support of library advocacy and the Association's advocacy plan. The ACG exchanges information and shares ideas for coordination of programming and training; develops and promotes strategies for increased advocacy activity; promotes cooperation and enhances the effectiveness of advocacy activities throughout the Association; and strengthen ALA’s national, state, local, and international advocacy efforts. They hold monthly conference calls and meet at Annual and Midwinter. She would like to continue the advocacy corner and thought it was a great model and lineup.

**Recent & Upcoming Trainings, Programs, and Tools, Presidential Initiatives**

Marci Merola noted that the format of the Advocacy Institute has evolved over the last year to a half-day program so OLA was able to focus on coordinating advocacy webinars throughout the year in an effort to save money and reach a wider audience.

She stated that COLA sponsored three free webinars this past year as part of ALA President Molly Raphael’s Empowering Voices, Transforming Communities initiative.

- On March 8, 2012, R. David Lankes and Barbara Stripling presented a “Transforming Libraries” webinar to stimulate conversation about harnessing the evolving role of libraries and strengthening the librarian’s voice to help shape community perception.
- On May 10, 2012, Jos N. Holman led the "Engaging Communities through Controversy" webinar, which featured Diane McNutt and Jane Light, Silicon Valley Reads, describing this library’s "one book-one community" program in Santa Clara (Calif.) County. June Pinnell-Stephens, retired collection services manager, Fairbanks (Alaska) North Star Borough Public Library, shared success stories on how to get your community to “stop shouting and start talking” about intellectual freedom issues.
- On June 8, 2012, ALA 2013-2014 ALA President Barbara Stripling hosted the "Passing the Community Engagement Baton: A Conversation with ALA President Molly Raphael & Incoming ALA President Maureen Sullivan" webinar which featured an unprecedented conversation among ALA leadership, focusing on the transition of presidential initiatives and a continued focus on civic engagement.

Additional COLA sponsored free webinars:

- On February 29, 2012, Pat Tumulty and Marci Merola took questions and pertaining to advocacy issues at libraries and highlighted resources are available from ALA to help make the case for libraries during the “Ask the Advocate: Making Find What You Need to Make the Case” webinar.
- On May 2, 2012, the “Rally Your Community: Mobilizing the Grassroots” webinar featured how two community organizations, the Sustainable Library Citizens Coalition of Indianapolis-Marion County (Ind.) Public Library and Urban Librarians Unite of New York City, have used their voices to impact library funding.

OLA is working on two webinars for the fall. One will be co-sponsored by ALA’s Office for Research and Statistics and highlight their Public Library Funding & Technology Access Study.
Pat Schuman suggested a webinar on e-books and Pat Tumulty stated that due to the sensitivity of this topic we would need to contact the correct people within ALA first, but that this would be beneficial to members looking for information on a local level. J. Drusilla Carter noted that South Carolina was able to overturn a veto recently within a week (with the assistance of all types of libraries across state) and highlighting their success would be an interesting webinar. Pat Tumulty added that the Young Adult Library Services Association (YALSA) has an “Advocate of the Week” who they feature on their website and that highlighting these case studies or star advocates on the website or through webinars would be a great idea for the upcoming year.

Elaine Tai-Lauria expressed that educating people about libraries will assist in getting them to speak on behalf of libraries, including trustees who can network throughout the community. Donna McDonald stated that the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) is working on reaching out to trustees to get the word out on what they do. They plan to collaborate with other ALA divisions more frequently and continue work with OLA on future advocacy efforts especially once they become “United for Libraries” in September.

ALA’s advocacy website for the public, Ilovelibraries.org, continues to be published twice a month. OLA recently added a new school libraries section, as well as a ways for non-librarians to get involved. Most recent data shows almost 10,000 hits daily, with over 3,000 subscribers to the e-newsletter. The Ilovelibraries.org Facebook page has more than 41,000 subscribers, and 900 Twitter followers.

Pat Tumulty suggested that upcoming webinars might be a good place to inform our members about Ilovelibraries.org and get additional subscribers to the e-newsletter. Marci Merola added we could have Ilovelibraries.org sponsor a webinar to increase visibility and that partnering with ALTAFF may be another way to reach non-librarian advocates including foundations. Donna McDonald stated that ALTAFF has great resources (such as a foundation toolkit) and maybe Ilovelibraries.org is a place to highlight these.

J. Drusilla Carter suggested creating an online form so advocates can easily share their stories with OLA and Pat Tumulty noted that there are often great stories in AL Direct to solicit for possible sharing.

ALA President-Elect Maureen Sullivan has asked that the 2011-2012 Presidential Task Force on School Libraries extend into her presidential year. Current co-chairs Pat Tumulty and Susan Ballard, President-Elect of AASL, have agreed to co-chair again. 2013-2014 ALA President Barbara Stripling will take an active role in this task force, as well.

The Presidential Task Force on School Libraries proposed a resolution on school libraries at Council II. Councilors Sara Kelly Johns, AASL, and Cindy Czesak, CRC will act as the mover and seconder, respectively. Marci Merola stated that the hope is this resolution will elevate the position of the task force. Various divisions have endorsed the petition. Judith Gibbons motioned to approve COLA’s endorsement, Jenny Benedict seconded and all group members were in favor.

**Next Steps**

- A conference call will be scheduled for August and committee members will be notified of the date and time shortly.