Report of the ALA Committee on Library Advocacy and Advocacy Coordinating Group
Joint Meeting
2014 Annual Conference, Las Vegas, NV
June 29, 2014, 1:00-2:30 p.m.

Accomplishments
• Advocacy Coordinating Group members updated attendees on advocacy work of their respective committees, divisions or round tables.
• Attendees engaged in a visioning session regarding the future of advocacy at ALA. The questions discussed were:
  o If we are doing advocacy and public awareness correctly, what is different for librarians and librarians 5 years from now? For librarians? For the Association? Jan said that you will see the word “library” more often, and that libraries need to be as ubiquitous as Google.
  o What tactics and strategies do we have to employ to get to that point?
  o What are our goals?

Planned activities
• The committees decided to continue the visioning session in September, 2014 and with its collaborating committees, plans to be a driving force in the development of a strategic plan for advocacy.

Interactions with other units within ALA
• COLA works closely with the Public Awareness Committee and its Campaign for America’s Libraries Subcommittee; the Chapter Relations Committee; and the Committee on Legislation.

Relationship of the committee’s work to the ALA strategic plan
• The ALA Committee on Library Advocacy works to increase public awareness of the value and impact of all types of libraries and the important role of librarians and other library staff; to increase resources and training for advocates seeking to secure increased funding and support for all libraries; to lead advocacy for crucial library issues such as literacy, intellectual freedom, privacy, fair use, preservation of our cultural heritage, information literacy, equity of access, and permanent no fee public access to government information.

Current level of committee members’ involvement
• Members have actively participated in face-to-face meetings, in monthly calls, and through the electronic discussion lists.

Committee self-check on its value and viability
• The committee continues to fulfill its charge: To support the efforts of advocates for all types of libraries; to develop resources, networks and training materials for advocates at the local, state and national levels with particular emphasis on the grassroots level; to work closely with the Office for Library Advocacy in collaboration with the Public Awareness Committee, the Chapter Relations Committee, the Committee on Legislation, and other ALA offices, divisions,
and roundtables as well as external groups to integrate advocacy efforts into the overall planning, priorities and polices of the association; and to cultivate future leadership in order to sustain and enhance the advocacy efforts of the association.