Welcome & Introductions

Carol A. Brey-Casiano, Chair, ALA Committee on Library Advocacy, welcomed the group.

Report from Executive Board Liaison Diane Chen

Diane Chen, Executive Board Liaison, announced that Annual Conference registration had surpassed Washington, D.C. Other announcements followed:

- Vendors have dropped to 6,000 from to 7,000
- May- 2.8% decrease in membership (regular to continuous membership-retirement)
- Growth in student membership is up 2.3%.
- Division update: YALSA is still growing and is the only division to do so. PLA has taken the largest drop.
- Budget: In April it was clear that publishing and conference would not meet expectations (1.6 million shortfall) and certain cuts had to be made. ALA employees had to take one week furlough, and ten positions were eliminated. Cuts are not expected to impact member services. The goal will continue to be to maintain member services and progress in meeting strategic goals. The 2010 budget includes no more new money for ALA employees. The ALA Executive Board will meet again in October to assess the budget. The ALA general fund budget is currently at $2.2 million.
- Strategic planning for 2015 is underway. A draft plan will be available at the 2010 ALA Midwinter Meeting in Boston for people to view. The plan will be approved in Washington, D.C. at the 2010 ALA Annual Conference.
- ALA Connect, the association's online social network, launched in April. Connect provides shared work and communication space for existing boards, committees and discussion groups, for ALA affiliates and for member-created interest groups.
The Committee on Accreditation is seeking member comments on the standards and competences, or library education in general, as it begins work on a revision of the standards.

Incoming President Camila Alire, along with President Jim Rettig and President-Elect Roberta Stevens, has announced the new Spectrum Presidential Initiative with a year-long goal to raise a million dollars for 100 new Spectrum scholarships for students that will help increase diversity in the profession.

The support staff certification program has been approved and will be field tested in five pilot sites this summer with the program open to all library support staff in January 2010.

The search for the new Director of the Intellectual Freedom Office has begun by determining responsibilities, desired qualifications, and the composition of the search committee. The position will be advertised in the fall.

Many of the board talking points focused upon Advocacy and Diane expressed appreciation for the work of the Committee on Library Advocacy and their director Marci Merola

Midwinter Meeting Minutes
Carol A. Brey-Casiano called for a motion to approve the minutes from the Midwinter 2009 meeting, Diane Chen moved to approve them, and Sara Kelly Johns seconded that motion.

Update from Advocacy training Subcommittee

After the cancellation of the Advocacy Institute in Denver, the Advocacy Training Subcommittee looked into changing the format to a shorter, low-priced, more attractive program focused on current events (in our current case, the tough economy.) At Midwinter, the committee opted to move the program offsite to cut costs, and doing a half-day afternoon session to eliminate lunch costs.

The program, entitled “Surviving in a Tough Economy: An Advocacy Institute Workshop” took place on Friday, July 10, 2 to 5 p.m. at the Harold Washington Library. It featured a new format with brief introductions and then breakout sessions on maintaining your budget, delivering positive messaging in a tough economy, working with decision-makers and tips for running a successful campaign in a tough economy. Presenters included Carol Brey-Casiano, Chair, ALA Committee on Library Advocacy; Shirley Bruursema, Chair, Kent District (Michigan) Library Board of Trustees; Fannie M. Cox, Associate Professor, Outreach and Reference Services, University of Louisville - Ekstrom Library; Judith Gibbons, Chair, ALA Advocacy Training Subcommittee; Susan Schmidt, Friends of the Library, Montgomery County (Maryland); Jeff Smith, Treasurer and Board Member, Baltimore County (Maryland) Board of Library Trustees; Keith Michael Fieils, Executive Director, ALA; and Marci Merola, Director, ALA Office for Library Advocacy.

Approximately 60 people attended. Evaluations were positive. The plan is to use this model for Boston and to extend it for a one-half hour to allow time for a break.
Update from Advocacy Coordinating Group
Carol Brey-Casiano gave an overview of the Advocacy Coordinating Group. Starting after Annual Conference, Jan Sanders will chair the ACG.

Attendees offered great examples of initiatives in progress, including YALSA’s trying to involve teen advocates; ALTAFF working on possibility of e-learning for friends and trustees, and the New Jersey State Library Library Snapshot Day, which the Advocacy Coordinating Group would like to recreate on a national level.

Other ideas this group is working on includes the idea of creating “info hot spots” or being able to find out where a library is when looking at a Google map or GPS system. NJ has been working on this with Google Earth; as well as helping Marci with Advocacy University.

Updates of Activity from OLA
The Office for Library Advocacy is heading efforts to update the protocol for ALA’s quick response to library closings and other catastrophic fiscal crises. The goal is to create a streamlined process that allows ALA to assist quickly when it learns of statewide or catastrophic budget cuts. A “crisis team” has been created, which includes the Office for Library Advocacy, Chapter Relations Office, PIO, OGR, and staff of American Libraries for inclusion in AL Direct and AL Online. While there are many details to work out, there are three points that should be noted:

- ALA will work only to help advance the goals of the ALA Chapter, and upon request of the ALA Chapter. Normally, the Chapter executive director and/or Chapter President or designate will be ALA’s point of contact.

- The ALA president will be called on to issue a national statement on behalf of those in crisis.

- ALA will use its media outlets, including AL Direct, American Libraries Online, the ALA website, and ALA’s website for the public, ilovelibraries.org, to publicize the crisis to the best of its ability.

This protocol will build on the one created in response to the crisis in Salinas, CA (EBD #12.40, 2004-2005: February, 2005).

ALA’s most recent efforts in this area are with the proposed budget cuts in Ohio, which would result in a 50% loss in funding for Ohio’s public libraries; as well as in Connecticut, where a $5 million loss in budget is anticipated.

In addition to participation in National Library Legislative Day and other outreach opportunities, OLA has participated in a variety of trainings at the state level this year:
North Suburban Library System (Illinois)  Feb. 12, 2009
Texas Library Assn., March 31, 2009
Massachusetts Library Assn. May 5, 2009
Marquette University (Wisconsin) September 29, 2009
Kentucky Library Association October 1, 2009
Iowa Library Association October 21, 2009

OLA has launched the Coalition-Building website, which builds on Jim Rettig’s concept of the Library Ecosystem. The resource includes examples of coalitions in action, best practices as well as a guide to getting started. It can be found here www.ala.org/coalitionbuilding or through the Advocacy University homepage: www.ala.org/advocacyuniversity. This product is part of Advocacy University, ALA’s new initiative geared to providing tools, training and resources to library advocates to achieve real advocacy goals www.ala.org/advocacyuniversity. Advocacy University is a work in progress. Upcoming resources will be focused on Creating an Effective Budget Presentation, Retooling in a Tough Economy; Lobbying and Camila Alire’s Advocacy at the Frontlines initiative. Two Advocacy University products release at the 2009 Midwinter Meeting were:

- **Add It Up: Libraries Make the Difference in Youth Development and Education** -- Research and statistics to help advocates make the case for libraries at every stage of youth development. Available at www.ala.org/additup
- **Advocating in a Tough Economy Toolkit**: Talking points, statistics and data to help make the case for your library; strategies to help focus public attention and generate support; tips on how to connect with decision-makers. It links to related resources, including AASL’s crisis toolkits and ALA’s new Get a Job toolkit. Available at www.ala.org/tougheconomytoolkit.

A redesign of www.ilovelibraries.org, launched in May of 2009. In addition to a cleaner, updated look, the site offers a new search feature and social bookmarking tools. Although some content is updated daily, new “issues” of Ilovelibraries are published twice a month, with close to 2,000 subscribers to its e-newsletter. It averages about 11,476 hits daily or almost 344,000 monthly. OLA is now in a fortunate position where we are being queried by members who want to write stories just for Ilovelibraries. ALA’s website for the general public is now two-years old: it launched at the 2007 ALA Annual Conference, an initiative of ALA past-president Leslie Burger. It’s currently run by OLA and a small staff of volunteers and part-time freelancers.

**ALA Standards & Recommendations of ALA Task Force on Library Education:**
**Recommendation for Advocacy to be a Part**

COLA has an opportunity to make a recommendation to the Committee on Accreditation as it begins the process of updating its standards for education. Members can go to COA’s website for more information: http://www.oa.ala.org/accreditation/. Comments
from committees and other library-related organizations have posted their information. The question for COLA is what would we want to say as far as incorporating advocacy into library education.

- Some felt that what was lacking in library education is the idea of “how to play the game” or how to “be a political animal.” In other words, communicating for library education to reflect real-world situations.

- Marci talked about her recent experience in library school, where the class was asked to revise her school’s mission statement. Advocacy and assurance that what they were being taught had real-world relevance were two topics that rose to the top.

- It was suggested that the group contact Camila Alire, who teaches an advocacy class.

- Sara Kelly Johns was willing to work on this project.

- Next steps include looking at the COA website; possibly having a conference call to discuss further, and making the recommendation.

**Current Issues in Advocacy & Next Steps**

- Carol Brey-Casiano discussed the 2015 Strategic Plan, and the need to ensure that Advocacy is present. She mentioned that members’ requests for more advocacy was part of what led to the creation of the Advocacy Office and COLA. Ideas mentioned included:
  
  - Building on the tough economy situation and need for advocacy
  - Building on the groundwork begun with the Ahead to 2010 plan.
  - Additional funding for resources and staff for the Office

Carol Brey-Casiano suggested reviewing the 2010 Strategic Plan and then working together as a committee to craft a statement for possibly inclusion in the 2015 Strategic Plan. Once that statement is crafted it should be sent to Diane Chen, ALA Executive Board Liaison. This would be an item for the conference call.

*NOTE: Since the Annual Conference, Carol Brey-Casiano and all ALA Committee Chairs were interviewed for recommendations on the 2015 plan. This is a new addition to the strategic planning process. The actual planning meeting involves ALA leadership and Division Presidents. This is the first time Committees were asked for input.*

- Carol Brey-Casiano would be speaking the following day at the Membership Meeting, on ALA efforts to advocate in a tough economy. Patty Wong spoke at the first meeting.
• It was suggested that the committee look into hosting an Advocacy Institute at Affiliate events such as the Joint Conference on Libraries of Color (Sept. 2012) or the 2010 BCALA Conference. It was mentioned that OLA did an Advocacy Institute at REFORMA in 2008.

• It was determined that the Committee on Library Advocacy meet for two hours at the 2010 ALA Midwinter Meeting. Sunday morning worked for most people and the Office for Library Advocacy will look into holding it from 9 a.m. to 11 a.m.

NOTE: Since conference many have asked that this meeting not coincide with ALA Council Meetings. Staff is working on that scheduling now.