

Briefing Day Schedule

May 1, 2017

8:00-9:00 a.m. **Continental Breakfast and Check-In**

State coordinators pick up and distribute bags and folders to all participants.

9:00-9:10 a.m. Welcome and Announcements, Recognition of COL Members

- Ann Ewbank Chair, ALA Committee on Legislation
- Candice Townsend President, District of Columbia Library Association
- Keith Michael Fiels Executive Director, ALA

9:10-9:15 a.m. White House Conference on Library and Information Services Taskforce Award

• Julie Todaro — President, ALA

9:15-10:00 a.m. **Keynote Speaker**

• Hina Shamsi — Director, National Security Project, American Civil Liberties Union

10:00-10:15 a.m. **Break**

10:15-11:45 a.m. **Issue Brief Review**

• ALA Washington Office of Government Relations Staff

11:45-12:00 p.m. **State Delegation Meetings**

Find your state delegation to discuss strategies for Hill meetings.

12:00-1:30 p.m. **Lunch**

On your own.

1:30-2:30 p.m. **Advocacy Training**

Main meeting room

• The Campaign Workshop team

1:30-2:30 p.m. **Q+A with Washington Office Staff**

Breakout room

2:30-3:15 p.m. **Democracy dies in darkness:**

Helping editorial boards shed light on issues facing your community

The Washington Post has a new motto that echoes a truth librarians live by: an informed citizenry is necessary for democracy to thrive. What does that mean for the collective voice of a major news outlet? How can library professionals help shed light on community issues for editorial boards? Learn how editorial boards take positions and why librarians need to be at the table. Main meeting room

- Molly Roberts Digital Producer for Opinions, The Washington Post
- Shawnda Hines Press Officer, ALA Washington Office
- Gina Millsap Chief Executive Officer, Topeka & Shawnee County Public Library



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2:30-3:15 p.m. The Political Dance

Government relations can feel like a complicated tango filled with intricate footwork and timing. This conversation will cover navigating the new abnormal in Washington, being unafraid to play the game and how to leverage the press and social channels for your government relations efforts. Buckle up, it's gonna be a fast-talking roller coaster of wonky fun.

Breakout room

- Christian Zabriskie Executive Director, Urban Librarians Unite
- Jennifer Manley Managing Director, Prime Strategies NYC

3:15-3:30 p.m. **Break**

3:30-4:15 p.m. **Speaking Truth to Power (and Actually Being Heard!)**

William Carlos Williams was a poet, not a lobbyist, but he was on to something when he said: "It is not what you say that matters but the manner in which you say it; there lies the secret of the ages." Well, we're not sure about that "secret to the ages" part, but we guarantee that speaking truth to power is a whole lot easier and, ultimately, successful when you speak Power's language. Learn how to – and how not to – make libraries' best case when you "hit the Hill" on May 2^{nd} and after you get home.

Main meeting room

- Brian Jones Partner, Black Rock Group
- Tina Pelkey Senior Vice President, Black Rock Group

3:30-4:15 p.m. Libraries Ready to Code

Learn about the great promise of coding in libraries. Programs in libraries bring opportunity to youth to learn about and develop skills not only in coding, but also in the broader computational thinking behind coding. For advocacy, the story of library-based coding programs positions libraries as key institutions to prepare youth to consider and pursue STEM and other careers based on computing and tech.

Breakout room

- Marijke Visser Associate Director, Office for Information Technology Policy
- Melissa Medina Congressional Affairs Director, Congressional App Challenge
- Christine Lind Hage Director, Rochester Hills Public Library
- Amber Gregory Coordinator of E-Rate Services, Arkansas State Library

4:15-4:20p.m. **Wrap Up**

• Adam Eisgrau — Managing Director, ALA Office of Government Relations

5:00-7:00 p.m. **Reception**

902 Hart Senate Office Building Constitution Ave and 2nd St NE Washington, DC 20510

Note: Only the North elevator in Hart goes to the 9th floor.