

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Denver  
February 9-12, 2018**

**Topic:**                    **Advocacy Resources Inventory**

**Background:**            **The 2017 – 2018 Implementation Plan approved by the board at the 2017 ALA Annual meeting states that “inventory YALSA advocacy resources. Update those deemed useful and ensure consistency of language and messages across resources. Sunset other resources whose shelf life has expired. Organize all advocacy resources into a more user-friendly format and develop an advocacy curriculum based on them.” Kate McNair and Derek Ivie have provided the proposal below to address this item.**

**Action Required:**    **Action**

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**Proposal:**

Identify a member volunteer(s) to conduct an inventory of YALSA’s resources and submit recommendations to YALSA’s Board for improvement.

**Rationale:**

- “Advocacy to Policy Makers at All Levels to Increase Support for Teen Library Services” is a priority area of YALSA’s Implementation plan.
- The 2017 member survey results show that members need specific areas of support related to advocacy efforts.
- The creation of this position provides a member engagement opportunity in alignment with YALSA’s goal to offer more short-term, virtual volunteer opportunities for members.

**Proposed Volunteer Opportunity**

Perform a content audit of YALSA’s advocacy resources for both local grassroots advocacy and legislative advocacy, in all formats (print, web, video, etc.) and submit the inventory and recommendations to YALSA’s Board for consideration.

**Minimum Expectations for the Member Volunteer**

- Read the advocacy portions of YALSA’s Organizational and Implementation Plans to obtain a background on overall YALSA strategies and goals related to advocacy
- Become familiar with best practices in local, grassroots advocacy and legislative advocacy
- Have at least on phone call with the Standing Board Committee on Advocacy’s chair and

YALSA's Executive Director to clarify responsibilities

- Review YALSA member survey results to determine member needs related to advocacy
- Inventory all YALSA's advocacy resources on the web site, wiki, YouTube channel, etc. that are accessible from: [www.ala.org/yalsa/advocacy](http://www.ala.org/yalsa/advocacy)
- Identify out of date materials and make a recommendation as to whether they should be retired or updated
- Identify gaps in existing materials, based on the inventory, YALSA's Advocacy Benchmarks, and on member survey results
- Review all content for consistency in language and messaging and make recommendations for unified messaging
- Identify relevant ALA and other association, library, or youth-focused content to integrate into YALSA resources
- Submit an annotated spreadsheet of all inventoried resources to the Executive Director by May 22
- Submit recommendations to the Board for overall improvement of YALSA's advocacy resources, both grassroots and legislative advocacy, as well as a rationale for why these recommendations are a priority, to the Executive Director by May 22, and work with her to refine the document to ensure it meets minimum standards for the Board's consideration

#### **Key considerations for the Member Volunteer**

- How can YALSA resources be optimally organized and accessible to diverse audiences?
  - All YALSA Members (school library staff, public library staff, LIS faculty, students, etc.)
  - Any ALA member who serves youth
  - Managers and administrators
- How can we help members understand the difference between everyday/local advocacy and legislative advocacy and making sure YALSA has tools and resources for both?
- How does the Congressional calendar impact advocacy efforts of YALSA members and how should YALSA organize and share resources in a timely way for the greatest impact?
- What resources exist from outside of YALSA (both ALA and beyond) that align with YALSA and YALSA members' advocacy needs, and that could be leveraged instead of creating our own from scratch?

#### **Financial Impact**

- Member time for conducting the inventory, and staff time for support of the member

#### **Measuring Impact**

- The Board receives clear, actionable recommendations

#### **Recommended Action**

The Board directs the YALSA President to appoint a member volunteer by Mar. 1, 2018 which will inventory YALSA's portfolio of advocacy resources and provide recommendations to the board by no later than May 22, 2018.

### **Additional Resources**

- 2017 member survey results:  
[www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MemberSurveyResults17.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MemberSurveyResults17.pdf)
- Advocacy Page: [www.ala.org/yalsa/advocacy](http://www.ala.org/yalsa/advocacy)
- Advocacy Toolkit:  
[www.ala.org/yalsa/sites/ala.org.yalsa/files/content/2017%20Advocacy%20Toolkit.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/2017%20Advocacy%20Toolkit.pdf)
- ALA Advocacy Portal: [www.ala.org/advocacy/](http://www.ala.org/advocacy/)
- Congressional Calendar:  
<https://www.congress.gov/resources/display/content/Calendars+and+Schedules>
- Implementation Plan:  
<https://docs.google.com/spreadsheets/d/1U6tGTF0X8IrxmbWhogEMvXH7HdAGDIEpvHBTYSx970E/edit?usp=sharing>
- Strategic Plan: [www.ala.org/yalsa/aboutyalsa/strategicplan](http://www.ala.org/yalsa/aboutyalsa/strategicplan)
- Wiki page on Advocacy: [http://wikis.ala.org/yalsa/index.php/Main\\_Page#Advocacy](http://wikis.ala.org/yalsa/index.php/Main_Page#Advocacy)
- Wiki page on District Days: [http://wikis.ala.org/yalsa/index.php/District\\_Days](http://wikis.ala.org/yalsa/index.php/District_Days)
- Wiki page on National Library Legislative Day:  
[http://wikis.ala.org/yalsa/index.php/National\\_Library\\_Legislative\\_Day](http://wikis.ala.org/yalsa/index.php/National_Library_Legislative_Day)