

Fall Executive Committee Meeting
October 25-26, 2013, Chicago

Topic: YALSA Structure and Advocacy Efforts

Background Despite its positioning as a goal area in the strategic plan, advocacy efforts have remained a challenge to both the organization and its members. Jack Martin and Shannon Peterson have analyzed the status of current activities and balance of stakeholder responsibility as presented in the action plan. From there, in order to better understand overall strengths and capacity for new ones, they placed each strategy in a framework inspired by the article “Stoking the Nonprofit Advocacy Engine” by Gulati-Partee. The Executive Committee will want to analyze and discuss Shannon and Jack’s recommendations below and recommend one or more follow-up steps.

Action Required: Discussion

Possible Next Steps:

Next steps may include one or some combination of each of the following actions.

1. Engage the full board in a formal organizational advocacy assessment. This activity may be desirable because:
 - Board members have rated advocacy as a key strategic need for growth in recent board evaluations.
 - Undergoing that process may build the capacity of board members to fully understand the big picture of how the organization participates in and supports advocacy efforts.
 - The results of that assessment may lend direction to the new standing board on advocacy and activism and help craft priority movement.An example of a possible assessment document can be found here:
<http://ow.ly/pJdZz>
2. Create an advocacy agenda. Because grassroots organizing and local education efforts are a key part of the Action Plan, an agenda may assist member leaders (such as the Legislative Committee) in understanding current needs and challenges, and give them the language/focus on which to focus advocacy efforts. Examples of advocacy agendas by other non-profit organizations include the Education Trust <http://ow.ly/pJh5l> or the Society of American Archivists <http://ow.ly/pJhqH>
 - Sandra Hughes-Hassell shared information about a research project she’s working on. The preliminary findings are that youth of color are less likely than their Caucasian counterparts to have access to library services and resources. This information suggests that a generic focus on library advocacy may not be strategic. Different areas and populations are dealing with different advocacy issues. Identifying those

and creating tailored messages and resources to address those issues can be a strategic approach towards making progress in YALSA's advocacy efforts

3. Because grassroots and advocacy continue to be challenge areas, the creation of an advocacy specific taskforce to adopt current strategies, take on specific tasks and to work with other stakeholder groups in advocacy efforts (CE Advisory Board, Legislative Committee) may be desirable. The new TF could take on activities such as:

- Create a process for identifying advocates to tap for videos, webinars, etc.
- Market and monitor advocate of the month and tell your story online forms, then use the information collected
- Create a framework in which to quickly identify and react to current/topical issues

4. Explore the concept of a national coalition that includes state library YA groups. Since empowering local leaders to take part in both regional and national activism continues to be a challenge a national coalition could:

- build cohesion around national and mutual issues
- engage the young adult services librarian community around specific topics
- allow YALSA and its advocacy stakeholder groups to better identify and support local leaders
- create a network which may provide YALSA and coalition members with the support and flexibility to react proactively to changing advocacy needs

5. Other?

Analysis of YALSA’s Advocacy Efforts

Goal 1: Advocacy and Activism

Teen services within all libraries are highly valued as a result of YALSA’s advocacy and activism efforts.

Objective 1a: Members and others in the library community understand the importance of advocacy and their role in it.

Objective 1b: Members and others become activists in support of teen and young adult services.

Objective 1c: National public officials and policy makers sustain and expand library services and resources for teens and young adults.

Objective 1d: Graduate schools of library and information science develop and/or expand their teen and young adult services curriculum.

Objective 1e: Increase YALSA’s reach and impact.

Green = implemented

Yellow = in progress

White = have not begun implementation

STRATEGY: Educate members and others about key topics, including advocacy, lobbying and political activity. (1a)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Recruit qualified individuals and groups to create blog posts and articles for YALS (at a basic level, including definitions)	YALSAblog manager, YALS editor	Ongoing, or as specific opportunities arise, such as Virtual Library Legislative Day	N/A	The fall 2012 issue of YALS had an advocacy theme Advocacy-focused posts are appearing regularly on the blog
Recruit qualified individuals and groups to give presentations and	Program Officer for CE and CE Advisory Board	2013 (recruit) 2014 (present)	Staff and member time	

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share materials at Annual, Mid-Winter, and Division Conferences, including how to tell your story, that are also made available online				
Identify individuals to create and offer free advocacy webinars	Program Officer for CE and CE Advisory Board	2013, after revised Advocacy Toolkit is released	Staff and member time	Sarah Flowers is presenting a free advocacy webinar on 11/12/13
Promote the Washington Office's free advocacy webinars	Web Services Manager & Legislation Committee	ongoing	Staff and member time	Linked to them on the advocacy portion of YALSA's wiki & invited the Washington Office Director to meet with YALSA's Executive Committee in Oct. 2012 to explore other ways to promote them. Mention in YALSA E-News, when timely
Identify individuals to create and offer YALSA Academy videos that focus on advocacy	Program Officer for CE and CE Advisory Board	2012	Staff and member time	The CE Advisory Board is tasked with doing this Oct. 2013 through Jan. 2014
Use social media to push out information to and engage with members	Web Services Manager & Legislation Committee	ongoing	Staff and member time	<ul style="list-style-type: none"> • Implemented Tweet your Senator effort in 4/12 and 4/13. As of spring 2013: in the process of collecting advocacy stories to Tweet out • August 2013: Tweeted examples/stories of how libraries serve teens, using content from the online advocacy form • Oct. 2013: created a Thunderclap to raise awareness of libraries' role in literacy. As of 10/17/13 563 people signed up, whose Tweets will reach 245,171 Twitter users

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Partner with state associations to increase reach of advocacy education effort	Executive Director and Program Officer for CE	Begin initial outreach in 2012	Staff time	State Level Engagement Taskforce was assembled 9/12 and had a report for the board in 2/13
Identify individuals to create and offer a badge that focuses on advocacy	Program Officer for CE and CE Advisory Board	2013	<ul style="list-style-type: none"> • Staff and member time • Possible stipend for badge development 	
Identify individuals to create presentations and encourage members to use them at the local and state levels at library workshops and state conferences	Program Officer for CE and CE Advisory Board	2013 (create) 2013 & 2014 (use)	<ul style="list-style-type: none"> • Staff and member time • Possible stipend to defray member travel costs 	
Provide advocacy information and activities at conferences	Advocacy Benchmarks TF, Legislation Committee, staff	2013	<ul style="list-style-type: none"> • Staff and member time, cost of reproducing materials 	YALSA had an advocacy-focused booth at the 2013 Annual Conference

STRATEGY: Empower members and others to inform and engage local and state policy makers. (1a)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Update and market the advocacy toolkit for members and the library community, including reproducibles	Sarah Flowers edits and, Communications Manager markets	By summer 2013	Staff time	Sarah submitted an updated toolkit in June 2013

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Create a rubric of advocacy activities (like the teen services evaluation tool)	Board establishes a taskforce	Begin work in 2013 and have finalized by 2014	Member time	Original TF was disbanded in May 2013 and a new one was assembled. Will have a draft available by Jan. 2014
Identify individuals to publish advocacy related items in non-library professional avenues	Publications Advisory Board and Web Services Manager	2013	Staff and member time	
Identify individuals to create presentations and encourage members to use them at the local and state levels with administrators, policy makers, and other decision makers (e.g. short talks)	CE Advisory Board and Program Officer for CE	2013 (create) 2013 & 2014 (use)	Staff and member time	
Better position existing YALSA resources and events, such as book awards, TRW and TTW as advocacy opportunities for front line librarians and library workers by incorporating advocacy into resources and marketing materials for these products and events	TRW Committee, TTW Committee, Awards & Lists Marketing TF, Web Services Manager	Begin initial work in 2012	<ul style="list-style-type: none"> • Staff and member time • Possible expense for printing and shipping materials 	<ul style="list-style-type: none"> • Conducted a TRW & Advocacy Tweet-up, 10/12 • Added a chapter about TRW & advocacy into the TRW manual 4/12. • At Midwinter 2013 TRW & TTW evaluation taskforces were established • Created a libraries & literacy Thunderclap for TRW 2013

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Provide a means for identifying advocacy experts and connecting members seeking to enhance their advocacy efforts with them	New Advocacy TF	2013	Member time	
Build out success story area on the web, including examples from libraries that have run successful advocacy campaigns (e.g. NY, OH)	Communications Manager	2013	Staff time	
Create turn key events and resources to help librarians and library workers connect with policy makers at the local level, e.g. District Days	Legislation Committee	2013	<ul style="list-style-type: none"> • Staff and member time • Possible expense for printing and shipping materials 	District Days resources are available on the wiki, http://ow.ly/m7HHd . Blog posts have also gone up on the YALSAblog

STRATEGY: Educate members and others about how to become activists and how to recruit and train a local group of advocates. (1b)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Offer continued financial support of stipend for member(s) to attend legislative day	Board	ongoing	Cost of stipend	<ul style="list-style-type: none"> • Jenna Nemec-Loise was the recipient of the 2013 advocacy stipend • YALSA's 2013 Giving Tuesday effort will raise funds for 2014 stipend recipients
Bring back the advocacy contest in some form	New Advocacy TF	2013	Cost of prizes	
Promote subscriptions to	New Advocacy	2012 - 2014	Staff and member	

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YAdvocacy listserv and post regular tips on everyday advocacy	TF, Legislation Committee and Web Services Manager	Legislation Committee	time	
Model use of social media as an advocacy tool to members and encourage them to use it at the local and state levels, such as Google maps, Storify and Scoop.it	YALSA Board, Legislation Committee, New Advocacy TF, YALSA staff	2012	member time	<ul style="list-style-type: none"> • Implemented Tweet your Senator effort in 4/12 & 4/13 • Created TRW Thunderclap in 2013 • Collected & Tweeted out Vine videos finishing the phrase “advocacy is...”
Identify individuals to create webinars and YALSA Academy videos	Program Officer for CE, CE Advisory Board	2012	<ul style="list-style-type: none"> • Staff and member time • Stipend for webinar development 	CE Advisory Board is working on this from Oct. 2013 thru Jan. 2014
Solicit articles for YALS and blog posts about recruiting and training local advocates	YALS Editor, YALSAblog Manager	2012	Staff and member time	Fall 2012 issue of YALS had an advocacy theme. Advocacy is a fairly regular topic on the YALSAblog
Work with state associations to provide advocacy training	Program Officer for CE, Executive Director	2013	<ul style="list-style-type: none"> • Staff time • Possible cost of printing and shipping materials 	State Association Outreach Taskforce has been assembled 9/12 and will had a report for the board in 2/13

STRATEGY: Design and implement activities that inform, engage and influence national policy makers. (1c)

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TACTIC	WHO	WHEN	RESOURCES	STATUS
Implement quarterly policy briefings with the support of the Washington Office &/or partners	Executive Director, new local DC Taskforce	Begin planning in 2012	<ul style="list-style-type: none"> • Cost of travel • Cost of printing & shipping materials • Possible cost of AV and food 	<ul style="list-style-type: none"> • Emailed a briefing on libraries' role in Internet safety for TTW 2012 and created one on STEM for TTW 2013. • Spoke w/ the Washington Office about logistics of a F2F briefing in 10/12, but limited capacity has stalled progress
Identify individuals to write issue briefs	YALSA Board	2012 forward	Member time	YALSA has 3 issue briefs as of 3/13: www.ala.org/yalsa/teens-need-libraries
Encourage and facilitate participation in face to face and virtual national legislative day	Legislation Committee with support from Web Services Manager	ongoing	Staff and member time	Implemented Tweet your Senator effort in 4/12 & 4/13
Offer "honorary" YALSA memberships to key officials and policy makers	Board identifies honorary members & Membership Coordinator processes membership	2013	<ul style="list-style-type: none"> • Staff and member time • Cost of complimentary memberships 	
Invite national officials and policy makers to all YALSA events (including Local/regional happy hours, Symposium, ALA, etc)	Board identifies invitees and President works with Executive Director to send invitations	2013	Staff and member time	Key stakeholders were invited to the Summit on Libraries & Teens in 1/13
Spotlight key policy makers on the YALSAblog, in YALS, etc.	YALSAblog manager, YALS editor	2014	Member time	
Use the Presidential	YALSA President	2012 forward	Member time	

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Citation or resolutions, as appropriate, to recognize public officials and policy makers	and Board			
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STRATEGY: Graduate schools of library and information science develop and/or expand their teen and young adult services curriculum. (1d)

TACTIC	WHO	WHEN	RESOURCES	STATUS
Continued attendance at ALISE conference and outreach to this group	Research Committee with Board support	January 2012	<ul style="list-style-type: none"> • Exhibit booth fee • Cost of printing and shipping materials 	Exhibited again at their 2013 conference
Continue to post information on academic focused listservs, such as yaresearchers, JESSE and ESLS listservs	Staff and Research Committee	ongoing	Staff and member time	
Continue to send information to SLIS deans, as appropriate	Membership Coordinator and Executive Director	Periodically, as warranted	Staff time	
Target YALSA members who indicate they are faculty on their member form with information	Communications Manager and Program Officer for CE	Periodically, as warranted	Staff time	Implemented an email blast in Sept. 2012 & 2013 National Guidelines Committee compiled a list of graduate faculty who teach YA
Partner with academic institutions, when possible, on grants	Executive Director	Periodically, as warranted	<ul style="list-style-type: none"> • Staff time • Possible cost of conference calls 	In Nov. 2011 the Executive Director spoke with FSU faculty about a possible grant partnership
Work with graduate school faculty to	CE Advisory Board with	2014	Staff time	

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incorporate teen focused information, resources and projects throughout the curriculum	support from Program Officer for CE			
Identify faculty who teach YA and send them regular updates, including tools for their classroom or desk copies of YALSA books	National Guidelines Committee	2013	Member and staff time	National Guidelines Committee compiled a list of graduate faculty who teach YA
Increase number of places JRLYA and YALS are indexed	Communications Manager	2013	Staff time	