

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Dallas
January 20 – 24, 2012**

Topic: Advocacy Benchmarks Taskforce Establishment

Background: At the 2011 Fall Executive Committee meeting, the Committee had a mega issue discussion about advocacy. One idea from the discussion was to create a set of benchmarks to help empower members and others to advocate for library services to teens. This idea was shared during later board discussions around the development of the Action Plan, and the consensus was that developing the benchmarks was a high priority. Sarah Flowers is presenting a proposal below for board consideration.

Action Required: Action

Proposal

Create a set of benchmarks members and others can use to evaluate their success and achievements when advocating for library services for and with teens. The benchmarks will help people see both what high-level advocacy looks like and also see the places where they are already doing advocacy.

Rationale

- Advocacy is a key component in YALSA's strategic plan, and creating tools to help members and others measure and enhance their advocacy activities can help YALSA reach its advocacy goal.
- Anecdotal evidence shows that many librarians and library workers don't have a good grasp of what activities constitute advocacy, nor are they able to consistently identify whether or not what they are currently doing constitutes effective practice in advocacy.
- Anecdotal evidence suggests that many librarians and library workers feel that advocacy is not their responsibility, or that it is too time consuming to add to their existing list of responsibilities. By creating benchmarks, YALSA can show how simple but effective advocacy tools can be incorporated into everyday work.

Proposed Action

Direct the President to appoint a task force in February to create advocacy benchmarks and submit an initial draft for board consideration at their 2012 Annual Conference meeting.

Proposed Advocacy Benchmarks Taskforce Charge

Identify best practices in library advocacy and use those as a basis to develop a set of benchmarks for advocating for library services for and with teens that provides the library community with a fundamental document which articulates what constitutes an effective advocacy for teen services. Submit a first draft by May 21st for the Board to review at their June

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meeting. Following feedback from the Board, make revisions to the benchmarks and submit them by Oct. 1 for the Executive Committee to review at their October meeting. Based on feedback from the Executive Committee, create and submit a final draft by December 21st in preparation for the YALSA Board meeting in January 2013.

Additional Resources

- YALSA Strategic Plan: www.ala.org/yalsa/files/aboutyalsa/strategicplan/stratplan11.pdf (.pdf)
- “The Challenge of Assessing Policy and Advocacy Activities,” (The California Endowment)
www.calendow.org/uploadedFiles/challenge_assessing_policy_advocacy2.pdf (.pdf)