

ALA BARC/F&A Investment Report

Date 3/28/2019

INVESTMENT AREA: Advocacy

Investment Description:

What was the total investment amount requested over the three-year period and by year (FY19, FY20, FY21)?

\$1,274,000 total (\$1,334,000 if you include 3/19 request for Policy Corp.)

FY19-\$410,000

FY20-\$432,000 (\$492,000--3/19 requested additional \$60k to fund the National Public Policy Corp)

FY21-\$432,000

Investment Purpose & Benefits:

How did you plan to use the investment funding and what were the desired benefits at the end of the three- year period? At the end of the first year (FY19)? At the end of the second year (FY20)?

We invested in strategic areas to 1) Help strengthen and grow ALA's advocacy program 2) Best position ALA to achieve our public policy priorities 3) Achieve the objectives in the WO strategic plan. By offering professional development to ALA members, like what we did at the Fly-In, we will be able to move forward with a relationship based year-round advocacy program and better influence policymakers. Tools, like Salesforce, will help break down ALA's internal information silo's and offer us the opportunity to make informed decisions and will help ensure members have a better all-around experience with ALA. We are building the foundation in FY 19 and will see our program and advocates strengthen and grow in FY 20.

Investment Status:

What is the status of your investment plan as of Q2 FY19? Are you on track to expend the investment dollars and attain the desired benefits?

Q2 was a very active period for us, and we are on track to spend all the investment dollars. We held a successful Fly-In and tested some new advocacy tools which members liked, launched our Salesforce project, added a digital media component to our approps campaign, and we retained a consultant to help us launch our National Network of advocates in each congressional district. Although the team has more projects to work on now, they are excited to have tools which reduce the manual labor in their job and have been more efficient and productive.