

ALA BARC/F&A Investment Report

Date 6/11/2019

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?

We are still on track to spend the investment dollars for Q3. Salesforce is in the final testing phase & the pilot is set to launch in July. We are testing a new grassroots advocacy product at Annual that will allow attendees, as well as advocates who could not make it to DC, to engage in our #Fundlibraries campaign via text message. This additional funding has given us opportunities to raise our visibility and better position ALA on the Hill. It has also given a wider variety of ALA members the opportunity for professional development and advanced advocacy training. For example, we had two librarians from TX participate in an early childhood literacy event with their Members of Congress and we had the President of AASL participate in a panel discussion about federal funding for libraries.