

# ALA BARC/F&A FY20 Investment Update

Date 10/19/2020

## Investment Area: Public Policy and Advocacy

### **FY20 Strategic and Operational Priorities and Investments**

*What are your strategic and operational priorities in light of the prior three years' (FY17-FY19) operational and financial results?*

Despite all the unique challenges we faced in FY 20, The Public Policy and Advocacy Office stayed focused on implementing the four goals of our strategic plan:

- 1) Build a stronger advocacy foundation
- 2) Improve the reputation and visibility of ALA in Washington
- 3) Modernize our information management and communications
- 4) Focus policy outcomes

We used the investment budget to focus on strengthening our advocacy infrastructure, leveraging change, and increasing the value we provide to: ALA's members; members of Congress; to regulatory agencies; and ALA affiliates, libraries, and library patrons across the nation.

### **FY20 Key Initiatives and Desired Outcomes**

*What are your top initiatives that your department plans to undertake in light of those priorities? What outcomes constitute success?*

We continued to build upon the foundation we laid in FY 19 and continued to correlate our work to the goals above:

- The Fly-In gave us the opportunity to meet in person with key legislators early in the session to discuss ALA's policy priorities, offer professional development opportunities to ALA members, and introduce ALA's new Executive Director and the new IMLS Director to key advocates.
- Utilized Salesforce and BGov to send personalized messages, which led to higher open and engagement rates.
- We had flexibility in our policy agenda, which allowed us to pivot from our regular appropriations work and secure \$50 million for IMLS in the CARES Act.

### **Key Assumptions/Risks/Opportunities**

*What assumptions are inherent in your plan? What risks are you watching in light of those assumptions? What additional opportunities do you anticipate may appear that may impact your plan?*

By creating a culture of advocacy and building a strong public policy and advocacy foundation, we can be best positioned to achieve our policy goals regardless of the level of dysfunction in government. Empowering advocates to participate in our advocacy program will help achieve policy wins and continue to demonstrate why someone would want to join ALA and be an advocate. A risk for us is advocate fatigue. We work closely with other government relations professionals to make sure we are using the latest tools and techniques to keep advocates engaged.