

**Committee on Library Advocacy
Report to Council
Midwinter 2021**

Below is a brief summary of the Committee on Library Advocacy's work since July 1, 2020.

- Finalized and published the work of previous year's committee: [Best Practices for State Advocacy Websites](#).
- Through the state ecosystem initiative, introduced [One Voice: Building a Strong Library Ecosystem](#) with a webinar and new toolkit; sunsetted ecosystem task force and launched ecosystem subcommittee. Subcommittee has publicized the ongoing ecosystem work through [blog posts](#), upcoming articles in Texas and Washington state, and [webinars](#).
- Reviewed and updated [library value calculator](#), a tool created by the Massachusetts Library Association and used widely by libraries across the country.
- Committee chair presented at South Carolina Library Association conference (October); joined the [CoSA/NAGARA/RAAC/SAA Joint Working Group on Issues & Awareness](#) as an ex-officio member; attended a joint working group meeting with Courtney Chapin of the Biden Transition Team (November); interviewed with NCLA advocacy intern (December); co-authored blog post for ALSC (January); and facilitated MW panel discussion on virtual advocacy (January). The chair meets regularly with counterparts on the Committee on Legislation (COL) and Chapter Relations Committee (CRC).

Plans for the first half of 2021 include:

- Exploration of advocacy internship model as a best practice in engaging new library advocates.
- Publication of locally placed articles and op-Eds to highlight libraries efforts during the pandemic.
- Assessment of technology tools that can enhance virtual library advocacy.
- Discussion with United for Libraries about opportunity to partner on advocacy training series.
- Outreach by the ecosystem subcommittee to highlight state and local exemplars, connect with library school educators, and develop social media campaign to sustain awareness.

COLA committee members work side-by-side with a network of liaisons representing groups across ALA to keep apprised of other advocacy efforts and to identify and implement opportunities for coordination. The committee also works closely with its sister committee, COL.