

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Philadelphia
January 24 – 28, 2014**

Topic: Confirmation of Advocacy Taskforce Charge

Background: In January, Shannon Peterson led a discussion via the Board’s ALA Connect space about establishing a new advocacy taskforce. The board voted to create the new group. Including the item as a part of this meeting simply ensures it will be entered into the official record of the association.

Action Required: Consent

Proposed Action

Establish an advocacy taskforce, as laid out in YALSA’s Action Plan. According to the plan, a new advocacy taskforce was supposed to be established in 2013 to “educate members and others about how to become activists and how to recruit and train a local group of advocates.”

Rationale

- At the Fall 2013 Executive meetings Jack Martin and Shannon Peterson presented an organizational assessment of current advocacy activities within the organization as presented through the Action Plan. Although substantial progress has been made in many areas, ongoing education and support of our members in becoming teen library advocates has not been successfully implemented in a substantive way.
- In *The Future of Library Services For and With Teens* the development of advocacy skills stands out as a priority need for library staff in school and public libraries.
- While YALSA currently maintains an Advocacy Benchmarks Taskforce (who are on track to complete a successful version of that resource), the work of the new taskforce would have a different focus.
- The new standing board committee will give the broader organization intentional direction, while this proposed taskforce would take on specific activities, as laid out in the Action Plan.

Proposed Charge for an Advocacy Support Taskforce

Provide a means for identifying advocacy experts and connecting them to members to enhance their advocacy efforts. Engage members in advocacy through contests and incentives. Promote subscriptions to the YAdvocacy listserv, post regular tips on everyday advocacy and encourage discussion. Model use of social media as an advocacy tool to members and encourage them to use it at the local and state levels, such as Google maps, Storify, and Scoop.it. Encourage the use and awareness of existing internal and external advocacy tools such as YALSA’s Advocacy Toolkit and Advocacy Benchmarks, ALA resources, and others, including organizing and maintaining those resources on YALSA’s wiki (<http://ow.ly/sCzrX>). Taskforce size: 5 - 7 virtual members, including the chair. Term: April 1, 2014 - June 30, 2016

Proposed Action

The board moves to establish an Advocacy Resources Taskforce as presented in this document and directs the President to appoint members to the group.

Additional Resources

- 2013 Fall Executive Committee advocacy document, <http://ow.ly/sCNAg> (.pdf)
- Action Plan, <http://ow.ly/sCzVZ> (.pdf)
- Future of Library Services for and with Teens: a Call to Action, www.ala.org/yaforum/project-report