

**Spring Executive Committee Meeting  
April 17, 2013, via conference call**

**Topic:** Strategies for Implementing Advocacy Efforts

**Background:** YALSA’s Board and Executive Committee have had multiple discussions around past challenges relating to advocacy efforts. However, the Board is in strong agreement that advocacy is a key priority for YALSA. The Executive Committee may want to examine YALSA’s overall advocacy efforts, explore strategies for moving forward in this area and provide some recommendations to the Board.

**Action Required:** Discussion

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**Advocacy goal in strategic plan:** teen and young adult library services within all libraries are highly valued as a result of YALSA’s advocacy and activism efforts.

**Objective 1a:** Members and others in the library community understand the importance of advocacy and their role in it.

- **Strategy:** Educate members and others about key topics, including advocacy, lobbying and political activity.
- **Strategy:** Empower members and others to inform and engage local and state policy makers.

**Objective 1b:** Members and others become activists in support of teen and young adult services.

- **Strategy:** Educate members and others about how to become activists and how to recruit and train a local group of advocates.

**Objective 1c:** National public officials and policy makers sustain and expand library services and resources for teens and young adults.

- **Strategy:** Design and implement activities that inform, engage and influence national policy makers.

**Objective 1d:** Graduate schools of library and information science develop and/or expand their teen and young adult services curriculum.

- **Strategy:** Engage and partner with appropriate academic professional stakeholders and organizations within and without ALA.

**Objective 1e:** Increase YALSA’s reach and impact.

- **Strategy:** Establish and maintain strategic partnerships with targeted organizations whose mission and goals are similar to YALSA’s.

### **Member groups in place**

- Advocacy Benchmarks Taskforce
- Legislation Committee

Key challenge: few members volunteer for advocacy focused groups, and groups often lack the expertise or vision for executing advocacy focused tasks

### **Current activities**

- National Library Legislative Day
- District Days
- Advocacy Toolkit
- [yaadvocacy@ala.org](mailto:yaadvocacy@ala.org) listserv
- Issue briefs
- Canned advocacy presentation materials
- Advocate of the Month

Key challenge: low participation among the membership

### **Desired new activities**

- Collecting & sharing stories
- Briefings on the Hill
- Update of Advocacy Toolkit
- Creation of advocacy benchmarks
- New issue briefs

Key challenge: capacity to implement new efforts

### **Questions for discussion**

- Are the groups already in place organized so that they can support the strategies in the plan? If not, what changes need to be made?
- Are the existing groups adequate for accomplishing the strategies in the plan? If not, what new groups need to be formed and/or what existing groups need to be restructured?
- What role should the board play in advocacy?
- What role should the membership at-large play in advocacy efforts? How do we engage more members in advocacy efforts?
  - Should Jack's May member chat focus on advocacy?
- What resources are needed in order to successfully implement the desired new activities?
  - Does the FY14 budget adequately incorporate advocacy activities?
- What resources from ALA or other units within ALA can YALSA can leverage?
  - Washington Office text and email alerts and calls to action
  - Washington Office webinars
  - District Dispatch
  - Cap Wiz
  - Other?

- Who should YALSA be partnering or collaborating with in order to advance its advocacy efforts?
- How do we better identify and recruit advocacy experts to serve on YALSA’s advocacy groups?
- Other?

### **Additional Resources**

Please note: most of these documents are about 20 pages, and some have a research focus. However, there is good information in them.

- “The Challenge of Assessing Policy and Advocacy Activities,” (The California Endowment)  
[www.calendow.org/uploadedFiles/challenge\\_assessing\\_policy\\_advocacy2.pdf](http://www.calendow.org/uploadedFiles/challenge_assessing_policy_advocacy2.pdf) (.pdf)
- How do members count? Membership, governance, and advocacy in the nonprofit world, <http://ow.ly/jG09A>
- Making a Difference for Your Cause, <http://ow.ly/jG1cD> (.pdf)
- Virtual Activist 2.0 Training Course: <http://www.netaction.org/training/>
- Stoking the Nonprofit Advocacy Engine: <http://ow.ly/jG1wi> (.pdf)
- YALSA Strategic Plan: [www.ala.org/yalsa/aboutyalsa/strategicplan](http://www.ala.org/yalsa/aboutyalsa/strategicplan)
- YALSA Advocacy page: [www.ala.org/yalsa/advocacy](http://www.ala.org/yalsa/advocacy)