Advocacy in Action! Success for library advocacy worldwide

MLAS Satellite Meeting

Thursday, August 23, 2018

Perpustakaan Negara Malaysia/National Library of Malaysia
• What are your issues, and why are they important to your association, your library community, your country/society?

• What can we learn and share from each other?

• What can we all do together to better advocate locally and globally?
Many Issues for Library Advocacy

- Value and Visibility of Libraries in Society
- Librarians as a professional
- Library Funding
- Laws and regulations that impact access
- Library Laws
- Freedoms and Principles
- Role in Social Development (SDG’s)
- Convincing Library Community on Need to Advocate
Some Successful Advocacy Efforts in U.S.A
Value and Visibility of Libraries in Society
OVERVIEW

CAMPAIGN GOALS & OBJECTIVES
- Increase AWARENESS of and support for the transforming library.
- Shift the PERCEPTION of libraries from "obsolete" or "nice to have" to essential.
- ENGAGE and energize library professionals and build external advocates to influence local, state and national decision-makers.

CAMPAIGN AUDIENCES
- THE GENERAL PUBLIC – focus on changing the public’s perception of libraries and strengthening support nationally and at the local level.
- LIBRARY AUDIENCES – while already staunch supporters, provide tools for them to be better advocates and storytellers for their libraries and share the message of the campaign.

KEY MESSAGES
- LIBRARIES TRANSFORM LIVES.
- LIBRARIES TRANSFORM COMMUNITIES.
- LIBRARIANS ARE PASSIONATE ADVOCATES FOR LIFELONG LEARNING.
- LIBRARIES ARE A SMART INVESTMENT.
Components of the Libraries Transform Campaign

- Provocative branding: The campaign’s signature “Because...” statements surprise and catch attention of target audiences, ultimately delivering data-driven evidence that highlights the transformative nature of libraries.
- Digital presence: Participants can discover campaign news, tools and best practices through the Libraries Transform website, campaign e-newsletter and the ALA and I Love Libraries social media channels.
- National, state and local implementation strategies and tactics.

Strategies

- Engage ALA members in campaign planning and non-traditional touchpoint brainstorming.
- Provide ALA members with branded print and digital materials for local communication campaigns.
- Engage target audiences through interactive website with “Because...” statement generator/submission tool.
- Capitalize on existing ALA assets, e.g. National Library Week, Library Card Sign-Up Month and the I Love My Librarian Award, as “tent pole” events during life of campaign.
- Incorporate Libraries Transform campaign messaging into existing public service announcements.
- Lead and support national social media campaign, #librariestransform.
About

What is Libraries Transform?

The Libraries Transform campaign is designed to increase public awareness of the value, impact and services provided by libraries and library professionals. ALA offers resources and support for libraries participating in the campaign. In addition to the graphics, templates and tools on this page, we offer Libraries Transform graphics in Spanish and a Health Literacy Toolkit.
9,700 Libraries signed up as participants

95 Countries have participants

100 in Australia; 250 in Canada; 25 in Fiji; 14 in New Zealand

http://www.ilovelibraries.org/librariestransform/article/because-libraries-bring-communities-together
Librarians as Professionals
Over 1,000 librarians nominated each year by the public, faculty, administrators, students

I LOVE MY LIBRARIAN AWARD

PRESS KIT · PROMOTIONAL TOOLS · ABOUT THE AWARD

2017 WINNERS · 2016 WINNERS · 2015 WINNERS · 2014 WINNERS · 2013 WINNERS · 2012 WINNERS · 2011 WINNERS · 2010 WINNERS · 2009 WINNERS

2008 WINNERS

I Love My Librarian!
2018 Award

Librarians touch the lives of the people they serve every day. The I Love My Librarian Award encourages library users like you to recognize the accomplishments of exceptional public, school, college, community college, or university librarians. Each year 10 librarians are selected. Each librarian receives a $5,000 cash award, a plaque, and a travel stipend to attend the awards ceremony and reception in New York City, hosted by Carnegie Corporation of New York.

Nominations for the 2018 I Love My Librarian Award are open through October 1. Winners will be announced in early December. Sign up here to be notified about future I Love My Librarian Award activity.

Nominate a public librarian
Nominate a school librarian
Nominate a college, community college, or university librarian
Resubmit a nomination from a previous year

Each nominee must be a librarian with a master’s degree from a program accredited by the American Library Association in library and information studies or a master’s degree with a specialty in school library media from an educational unit accredited by the National Council for the Accreditation of Teacher Education. Nominees must be currently working in the United States in a public library, a library at an accredited two- or four-year college or university or at an accredited K-12 school.

http://www.ilovelibraries.org/lovemylibrarian
Crazy Smart / Personal Librarian Program

Think of it as having your own information concierge service. Duke’s Personal Librarian Program is designed to save students time and help them succeed academically during their crucial first year of college.

Here’s how it works. Every first-year residence hall on East Campus is assigned a personal librarian, who serves all residents of that dorm as an individual point of contact. If you’re a first-year student, your personal librarian is your go-to person for any questions you have about the libraries in general or about research needs in particular.

What do personal librarians do?

- For starters, they contact all incoming first-year students before they even arrive on campus and stay in touch throughout the year to let them know about events and programs of interest, like study breaks and extended library hours during exam weeks.
- They answer questions about library services, like borrowing laptops, citing sources and requesting materials from other libraries.
- They assist with research assignments by helping students identify the best sources and formulate search strategies. They can also connect students with library experts in different subject areas.
- They provide help any time of year, even when students are on break.
- They offer advice when students don’t know where to start or can’t think of what to do next.

It’s just another way Duke University Libraries are helping students take advantage of everything Duke has to offer.
Funding for Libraries in United States
Over $250 million
White House budget proposal continues to miscalculate the value of libraries
Published February 12, 2018 by Kathi Kramer

In its FY2019 budget released today, the White House proposed eliminating the Institute for Museum and Library Services (IMLS) and hundreds of millions of dollars dedicated to America’s libraries through the Library Services and Technology Act (LSTA). The decision echoes the FY 2018 proposal, which also eliminated the grant-making agency and its programs. The administration’s budget also calls for elimination and/or severe cuts to many other federal programs that support libraries, including Innovative Approaches to Literacy, a Department of Education program.

The following statement was made by ALA President Jim Neal:

“The administration’s FY2019 budget is out of touch with the real needs of Americans and the priorities of leaders in Congress who represent them. The president miscalculates the value of more than 120,000 libraries across America, just as he did in his FY2018 budget proposal.

*There is bipartisan support for libraries in Congress, where decision-makers know that to cut funding for libraries is to undercall opportunity for their constituents.*
Target Audience was Congress as they actually fund the budget

Thousands of messages sent to them via email, Facebook, Twitter, etc.

Funding for 2018 restored!

2019??
Get your message beyond the library community

What Donald Trump Doesn't Understand About Libraries
His proposed budget would eliminate all federal funding for the Institute of Museums and Library Services.

When you introduce yourself as a librarian at a dinner party — as I have been doing for my whole adult life — you usually receive one of two responses: either the dreaded “But wait ... aren’t libraries, like ... dying? Because of Google?” or the well-intentioned, but gently incorrect “You must love books, huh?” It’s not that librarians don’t typically love books — most of us do! But our (not even remotely dead) profession’s true backbone isn’t mere bookishness — it’s a near-pathological enthusiasm for helping people. And, contrary to the frequent reports of our demise at the hands of Google, Americans need

https://www.cosmopolitan.com/politics/a9157850/trump-budget-libraries-funding/
The Siena College Research Poll:

60% of New Yorkers have recently utilized the resources of their local public library, with 75% of those respondents indicating they use the library at least once a month, and 25% indicating they visit at least once a week;

75% of respondents indicate their local library plays an important role in helping people find trustworthy information, including nearly 85% of Latino respondents;

47% of African-American, and 30% of Latino respondents, as well as 30% of those without a college education have recently used the library for career building and job seeking;

89% say their local library contributes an important role in creating educational opportunities for people of all ages;

48% of respondents indicate that they have pursued personal learning activities through the offerings of their local library.
Jacobs announces funding for Buffalo & Erie County Public Libraries
Mon, Aug 6th 2018 02:35 pm

All 12 branches in 60th Senate District will receive support

New York State Sen. Chris Jacobs announced he has secured $120,000 in state funding for the 12 branch libraries in the 60th Senate District. This funding will support program upgrades, additional supplies, and other improvements that will enhance the educational impact of these libraries on youth in these communities.

This is the second consecutive year Jacobs has been able to secure library funding, resulting in a cumulative total of Senate funding and competitive state aid of more than $330,000 for libraries in the 60th Senate District.

Because a Million Dollars More for Internet Connectivity Goes a Long Way

For the many Indiana residents who lack broadband access at home, schools and public libraries are an essential lifeline to internet connectivity. When the Indiana Senate approved a version of the state budget without allocating much needed additional funds for internet connectivity, the Indiana Library Federation (ILF) doubled down with ALA’s Libraries Transform campaign as part of their efforts to build legislative support.

ILF, which represents nearly 2,000 libraries and library professionals in Indiana, took the popular Libraries Transform statement “Because more than a quarter of U.S. households don’t have a computer with an internet connection” and customized it to fit local data: “Because 1 in 6 Hoosiers lives in an area without access to broadband.” The ILF team shared the statement widely, including in newsletters, social media and their 2017 Policy Priority Agenda (PDF).

ILF’s efforts paid off: the Indiana General Assembly eventually committed to providing an additional $1 million to libraries and an additional $2 million to schools to support internet connectivity. “Because legislators understood that rural broadband is an unmet need for Indiana, we were able to make our case by connecting the two issues—libraries’ and schools’ needs for internet connectivity and the lack of access to broadband,” says Lucinda Nord, ILF’s executive director.

Indiana Representative Tim Brown, who chairs the House Ways and Means Committee, adds: “Legislators already understand that access to rural broadband is an issue in our state. The Indiana Library Federation helped us understand how many of our children and adults rely on publicly supported internet at libraries in order to complete homework, apply for jobs and interact with government.”
Laws and regulations that impact access
Net Neutrality

Net neutrality is the principle that Internet service providers treat all data on the Internet equally, and not discriminate or charge differently by user, content, website, platform, application, type of attached equipment, or method of communication.

The U.S. Federal Communication Commission in December 2017 repealed the Obama-era open-internet rules set in 2015, which bars providers from blocking or slowing down access to content or charging consumers more for certain content.
Why Does Net Neutrality Matter to Libraries?

• The American Library Association is a strong advocate for intellectual freedom, which is the “right of all peoples to seek and receive information from all points of view without restriction.”

• The Internet connects people of diverse geographical, political, or ideological origins, greatly enhancing everyone’s ability to share and to inform both themselves and others.

• ALA worked with coalition of others opposed to get Congress to overrule. Currently effort is underway to change the ruling. To be continued.
E-rate & Broadband
- One-year anniversary of Connect-Home in American Libraries’ blog
- New Lifeline broadband subsidy to be available 12/2—but options
- National Broadband Research Agenda
- ALA makes recommendations to FCC on Digital Inclusion Plan

Net Neutrality
- ALA reply comments to FCC in the matter of restoring internet freedom
- ALA, ARL, EDUCAUSE oppose “end run” to limit FCC net neutrality
- ALA, ACRL, ARL, COSLA file network neutrality amicus
- ALA and libraries win the day on net neutrality.
- ALA applauds decision upholding net neutrality protections.

Copyright
- LCA submits comments to the U.S. Copyright Office requesting reasonable assessment for game preservation, and the use of video by educators and researchers
- LCA writes a letter to the United States Trade Representative (USTR) calling for the inclusion of copyright exceptions in the North American Free Trade Agreement (NAFTA) as well as intermediary safe harbors and a strong international exhaustion exception based on U.S. law.
- LCA calls for additional copyright limitations in H.R. 3301, the Compensating Legacy Artists for their Songs, Service, and Important Contributions to Society Act (the CLASSICS Act).
Convincing Library Community on Need to Advocate
Advocacy Bootcamp

"Who needs libraries?"

Beneath these three words is an iceberg of challenges, from delivering on point messaging, gathering compelling statistics, and the need to re-educate key audiences on the value of libraries, fundamental not only to librarians, but to our democratic society at large. The recent rash of anti-library trends, including the anti-tax movement, privatization, removal of independent library boards and professionalization, as well as censorship challenges to books, speakers and displays, all point to a systemic shift in our landscape that is very different than budget cuts and recession an attack on libraries as a public service.

What is Advocacy Bootcamp?

Advocacy Bootcamp urges attendees to re-think advocacy: to re-define the library community and expand the way we have been advocating for libraries. Typically held as a pre-conference at state and regional conferences, Advocacy Bootcamp will help library communities prepare to advocate for libraries as fundamental building blocks to democracy. In this joint effort of ALA’s Office for Library Advocacy and the Office of Intellectual Freedom, we’ll explore some of the brutal facts about our current environment, celebrate our assets, and offer practical tips to reclaim a moral sanction for the work we do, and the support our communities deserve.

Building on the momentum and resources of ALA’s new public awareness and advocacy campaign, Libraries Transform, focuses on four key messages:

- Libraries transform lives.
- Libraries transform communities.
- Librarians are passionate advocates for lifelong learning.
- Libraries are a smart investment.

The program will cover advocacy basics such as messaging, networking and community engagement. Intellectual Freedom history and principles, forming both the ethical center and essential brand of librarianship, will also be highlighted.

Training Goals:

- To empower librarians with skills to tell their library’s story and secure funding for technology, e-books, and other resources.
- To teach librarians and library advocates practical and powerful tips on how to be a respected, effective and supported voice in your community.
- To provide consistent messaging and an advocacy framework that can be used by libraries of all throughout a given state, and ultimately, across the country.
- To provide a mechanism for mentoring new advocates and creating a succession plan for advocacy.

Advocacy Bootcamp:

Advocacy Bootcamp is a joint effort between the ALA Office for Library Advocacy (OLA) and the Office for Intellectual Freedom (OIF). For more information visit: www.ala.org/advocacy/advocacy-bootcamp.

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<tr>
<th>Totals as of June 2018</th>
<th>Participant “commitment”</th>
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<tr>
<td>Total number of participants reporting</td>
<td>653</td>
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<tr>
<td>Will join Libraries Transform Campaign</td>
<td>308</td>
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<tr>
<td>Commit to advocacy work at state level</td>
<td>179</td>
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<tr>
<td>Willing to mentor new advocates</td>
<td>97</td>
</tr>
<tr>
<td>In need of a mentor</td>
<td>45</td>
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<tr>
<td>Will share state and local advocacy issues with OLA</td>
<td>296</td>
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<tr>
<td>Will report challenges back to OIF</td>
<td>279</td>
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ALQ Membership:

- Will join ALA as a result of Bootcamp: 61
- Will join United for Libraries: 13
- Will join AASL: 8
- Will join Intellectual Freedom Round Table: 57
- Will join Freedom to Read Foundation: 57
- Will donate to Merritt Fund: 13
- Will subscribe to Journal of Intellectual Freedom: 35
- New subscribers to Love Libraries: 210
- Already an ALA member: 285
- Will join state association: 23

Trainings since January 1, 2018

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<th>ALA Midwinter Meeting-February</th>
<th>Kansas Library Association-October</th>
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<td>Advocacy Bootcamp</td>
<td>Mississippi Library Association-October</td>
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<td>Advocate Bootcamp</td>
<td>Nebraska Library Association-October</td>
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<td>Recruit &amp; Retain (Train-the-Trainer)</td>
<td>Illinois Library Association-February</td>
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<td>NY Library Association (Train-the-Trainer)-September</td>
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Trainings Scheduled for Fall, 2018

- ILA Midwinter Meeting-February
- Kansas Library Association-October
- Advocacy Bootcamp
- Mississippi Library Association-October
- AASL
- Nebraska Library Association-October
- Recruit & Retain (Train-the-Trainer)
- Illinois Library Association-February
- NY Library Association (Train-the-Trainer)-September
Advocacy Updates from Indiana Library Federation
June 28, 2018

According to the most recent From Awareness to Funding* report, most voters (59%) believe that libraries are funded largely by non-local sources. Voters consistently underestimate the amount of local funding in public libraries, which averages 86% nationally. We need to do a better job of connecting local funding with strong library outcomes in the minds of our residents.

Indiana Library Federation seeks to increase public awareness and to advocate proactively. We can’t do this without you. As you read this issue, please consider ways you can elevate libraries in your circles of influence.

* Graphic above: “Voter Confusion about Public Library Funding” by OCP and ALA - From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018 - DOI:10.2277/9780838918925 - CC BY-SA 4.0

Small Actions Make a Difference

Advocacy for libraries requires year-round approach. During the summer, you may to build or strengthen important relationships with policymakers and influencers through less formal settings (think of the most influential people to a policymaker).

Policymakers may include council representatives, school administrators or board members, state or federal legislators. Influencers may include business leaders, philanthropic donors, civic volunteers, clergy or strong social media users.

1. Is summer reading keeping you busy? Invite your leaders to visit your library during these busy times. We know it is “one more thing” during already stressful times for staff. But what better time to show your value to the community!

2. Plan now to include a library tour in the back-to-school and orientation events at your school or college campus. Provide demonstrations and “micro-learning” sessions about the full range of services at the library--give them a new experience over their memory of quiet reading rooms with books. School librarians who are solo or juggling multiple schools: need help? Invite your public librarian(s) to help.

3. Take a picture of a “co-working space user” or a parent group and record what the library means to them (ask the entrepreneur who “offices” in your library or the homeschooler group who uses the study room every week). The From Awareness to Funding report shows these groups as key constituencies for the future.


5. Business and community leaders also appreciate being asked to:
   - Read or speak as a guest in your program.
   - Present the awards or certificates at the conclusion of summer reading or computer classes.
   - Take and post a picture with their favorite book or item from your Library of Things.
   - Record a 45-second video promoting your fall activities.

Contact us for tips OR to tell us about your advocacy this summer.
Freedoms and Principles
Increasing Interest in Responding to Social Justice Issues
Libraries Respond: Protections for Our Nation’s Transgender Students

#LibrariesRespond

Statement from ALA President, Julie Todaro

“The Trump administration’s decision to revoke important protections for transgender students couldn’t conflict more with the library community’s fundamental values and the principles upon which libraries are founded. Transgender students deserve the right to use restroom facilities that are aligned with their gender identity. On average students spend 6.7 hours per day at school, and every student deserves to learn in an environment free from discrimination. We believe this federal policy must be reinstated because it ensures that all students are treated fairly nationwide.

“ALA, its members, all librarians and library professionals are committed to diversity, inclusiveness, and mutual respect for all human beings, and we will work tirelessly to ensure full representation of all members of society.

“ALA provides gender neutral restrooms at our conferences, and we will not hold our large and economically impactful meetings in states where ‘bathroom bills’ have been passed. Our Association for Library Service to Children (ALSC) division canceled one such program in North Carolina last year.

“We stand with our transgender members, colleagues, families and friends, and we fully support the work of our Gay, Lesbian, Bisexual, and Transgender Round Table (GLBTRT), whose members continue to lead the fight to abolish intolerance for all of society.

“ALA will work closely with all of its partners for reinstatement of these protections as soon as possible.”


(Accessed February 27, 2017)

Bathroom Bill Resources

- Why Gender Neutral Restrooms are Necessary and NOT an Accommodation
- Debunking the "Bathroom Bill Myth: Accurate Reporting on Nondiscrimination: A Guide for Journalists" from GLAAD
- Gloucester County School Board v. G.G.
- “Bathroom Bill” Legislative Tracking from the National Conference of State Legislatures