



Washington Update & Library Advocacy for the Long Term

2018 Annual Florida Public Library Directors Meeting – October 24, 2018

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American Library Association



2018 PRIORITY ISSUES

- **Appropriations**
- **MLSA Reauthorization**
- **Net Neutrality**
- **E-rate**
- **Title 44**

Appropriations: #FundLibraries



ala.org/fundlibraries

Appropriations: #FundLibraries

FY 2019 Federal Library Funding

- **\$2 million increase** for the Institute of Museum and Library Services.
- **Level funding** for the Innovative Approaches to Literacy (IAL) program.
- **\$70 million increase** for Title IV Part A state grants administered by the Department of Education.
- **\$70 million increase** for Carl D. Perkins Center and Technical Education (CTE) State Grants.

Appropriations: #FundLibraries

A ...	A Last Name	A First Name	FY19 LSTA	FY19 IAL	FY18 LSTA	FY18 IAL	FY17 LSTA	FY17 IAL
FL	Soto	Darren	Signed		Signed	Signed		
FL	Hastings	Alcee	Signed			Signed		Signed
FL	Frankel	Lois	Signed		Signed		Signed	
FL	Murphy	Stephanie	Signed	Signed	Signed			
FL	Lawson	Al	Signed	Signed	Signed	Signed		
FL	Castor	Kathy	Signed	Signed	Signed	Signed		Signed
FL	Wilson	Frederica	Signed		Signed	Signed		Signed
FL	Crist	Charlie	Signed	Signed	Signed			

ACTION! Tweet **"Thank you for supporting LSTA and IAL!
#FundLibraries"**

MLSA Reauthorization: A vote to #FundLibraries

Museum and Library Services Act (S.3530)

- August September 28, bill was introduced in both the Senate and the House.
- Reauthorizes the Institute of Museum and Library Services (IMLS).
- Different than the version that Senator Reed introduced December 2017.
- **Goal:** Congress to vote on the bill after Nov. 6 election.

MLSA Reauthorization: What's New

- Adjustment to the **LSTA Grants to States** formula
- Prepare for, provide services **after a disaster** or emergency
- Greater use of **data-driven tools** to measure impact and maximize effectiveness of services
- Enable **more Native American tribes** to participate in IMLS grant programs

Net Neutrality: History

2015: FCC votes to protect the Open Internet

2016: Court upholds Open Internet Order

2017: New FCC brings change

March - ALA signs coalition partner letters

May - Pai opens public comments period

June - ALA participates in Internet Day of Action

July - ALA, AALL, COSLA file joint comments

Sep. thru Dec. - ALA members contact members of Congress

Dec. 14 - FCC Commissioners repeal 2015 Open Internet Order

2018: Holding on to Net Neutrality

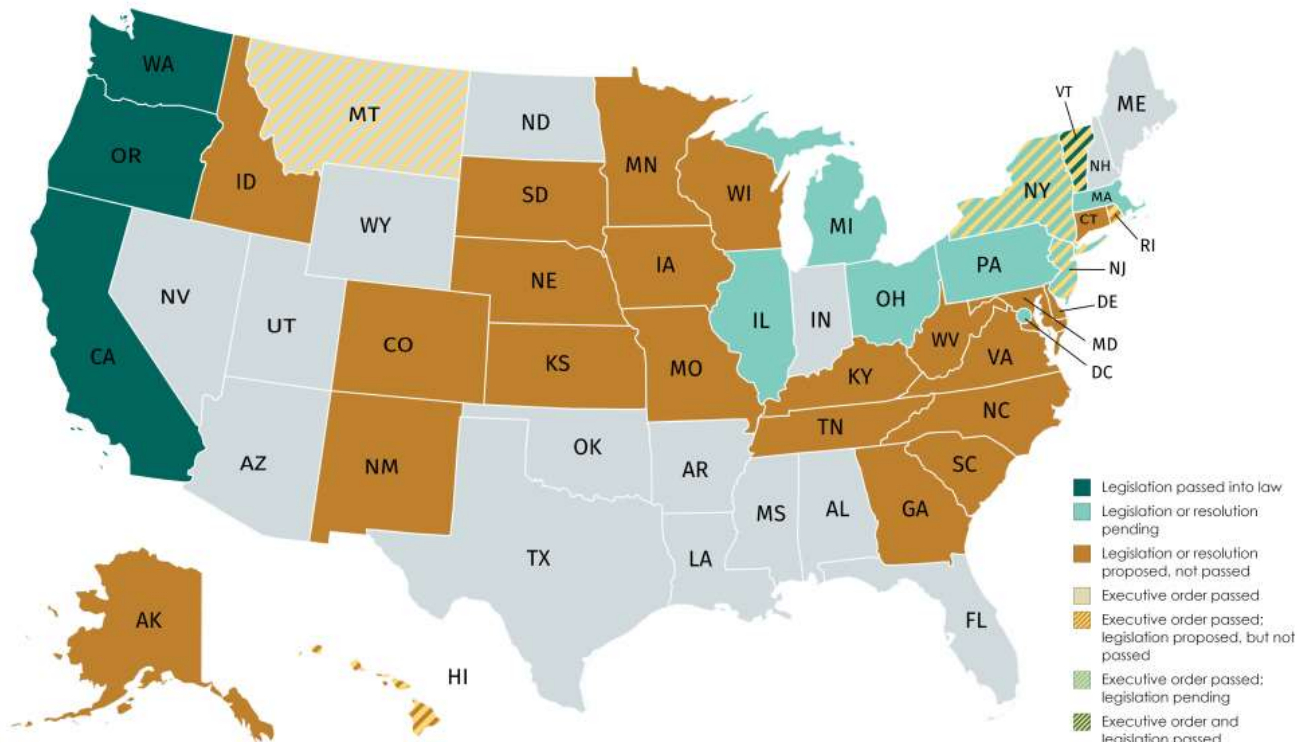
May – Senate votes to block the FCC rollback. Pending in the House

August – ALA files amicus brief in support of net neutrality

“At Home” Tools: Net Neutrality next steps

- 22+ Attorneys General file lawsuits against FCC
- CRA introduced in Senate (Markey) and House (Doyle), continuing push to pass
- Coalition partners filed lawsuits, ALA joined higher education and library advocates on amicus filing

Net Neutrality: State Actions Tracker



- Legislation passed into law
- Legislation or resolution pending
- Legislation or resolution proposed, not passed
- Executive order passed
- Executive order passed; legislation proposed, but not passed
- Executive order and legislation passed

E-rate: A Broadband Imperative



- Strategizing for the Tribal Connect Act.
- ALA continues to monitor FCC activity and works with USAC (the Universal Service Administrative Company) who administers the E-rate program.

Title 44: Now is the time

- The Congressional Committee on House Administration hosted hearing on October 11, IMLS was a witness
- Title 44 bill circulated publicly to GPO stakeholders and ALA in December
- The bill was introduced on March 15



Title 44: Now is the time

- Provide greater flexibility, facilitate collaboration, streamline program requirements, and allow more libraries to participate
- Improve public access to electronic government information
- Strengthen preservation of government information
- Increase transparency and oversight to encourage the program to continue to evolve to meet the future needs of libraries and the public



Marrakesh Treaty

- September 25, the House passed the Marrakesh Treaty Implementation Act (S. 2559).
- Increases availability of accessible content for people with print disabilities.
- **Current Status:** The President has signed into law.



American Library Association

@ALALibrary

Following

One for the history books: the House passed the [#MarrakeshTreaty](#) (S. 2559) which will exponentially increase the availability of accessible reading materials to Americans and people around the world with print disabilities. [#ThatAllMayRead](#)



Miracle in Marrakesh Makes It to US | American Lib...

The legislation, passed by the US Senate in June, provides a copyright exception for "authorized entities"—including libraries—to make materials available across...

americanlibrariesmagazine.org

12:31 PM - 28 Sep 2018

Music Modernization Act



- September 25, the House passed the Music Modernization Act.
- Increases access to and preserves pre-1972 sound recordings.
- **Current Status:** The President has signed into law.

GREAT Act

- September 26, the House passed the Grant Reporting Efficiency and Agreements Transparency (GREAT) Act.
- Modernize federal grant recipient reporting.
- **Current Status:** Senate companion bill introduced.



Libraries Ready to Code: Opportunity for Youth

- Promote awareness and capacity of libraries as centers for computational thinking for youth, especially for under-represented groups
- Three phases so far: Background research; faculty in LIS programs; pilot libraries / grant program
- Collaborative initiative with Google headquarters, ALA Washington Office, and 3 ALA divisions—AASL, ALSC, & YALSA



Library Advocacy for the Long Term

Think about this...



Activity

“Crafting Stories to Win the Hearts, Minds, and VOTES of Lawmakers”

Worksheet Exercise

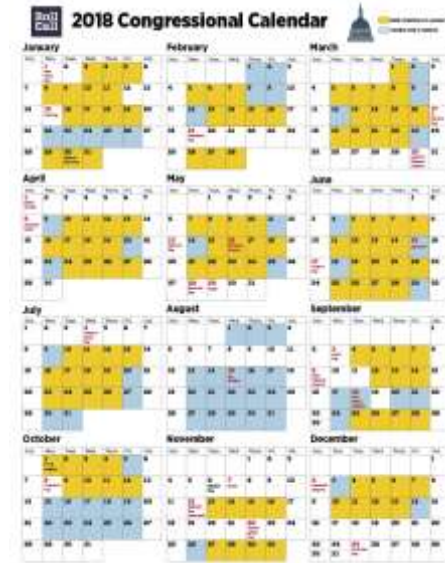
- **Relationship Building**
- **Year-Round Advocacy**

Relationship Building: Toolbox

- Planning Tools
- Communication Tools
- “At Home” Tools

Relationship Building: Toolbox

- Planning Tools
 - Follow the Congressional Calendar ✓
 - Build your Legislator Profiles
 - Understand Key Staff & Their Roles



Relationship Building: Toolbox



1st District
Matt Gaetz
Republican
Since Jan 3, 2017



2nd District
Neal Dunn
Republican
Since Jan 3, 2017



3rd District
Ted Yoho
Republican
Since Jan 3, 2013



4th District
John Rutherford
Republican
Since Jan 3, 2017



5th District
Al Lawson
Democrat
Since Jan 3, 2017

The 6th district is currently vacant.
[View District Map](#)



10th District
Vern Buchanan
Republican
Since Jan 3, 2013



11th District
Thomas Rooney
Republican
Since Jan 3, 2013



12th District
Brian Mast
Republican
Since Jan 3, 2017



10th District
Val Demings
Democrat
Since Jan 3, 2017



11th District
Daniel Webster
Republican
Since Jan 3, 2017



12th District
Gus Bilirakis
Republican
Since Jan 3, 2013



13th District
Charlie Crist
Democrat
Since Jan 3, 2017



14th District
Kathy Castor
Republican
Since Jan 3, 2013



15th District
Dennis Ross
Democrat
Since Jan 3, 2013



17th District
Stephanie Murphy
Democrat
Since Jan 3, 2017



6th District
Bill Posey
Republican
Since Jan 3, 2013



9th District
Darren Soto
Democrat
Since Jan 3, 2017



19th District
Francis Rooney
Republican
Since Jan 3, 2017



20th District
Alcee Hastings
Democrat
Since Jan 3, 2013



21st District
Lois Frankel
Democrat
Since Jan 3, 2017



22nd District
Theodore Deutch
Democrat
Since Jan 3, 2017



23rd District
Debbie Wasserman Schultz



24th District
Frederica Wilson
Democrat
Since Jan 3, 2013



25th District
Mario Diaz-Balart
Republican
Since Jan 3, 2013



26th District
Carlos Curbelo
Republican
Since Jan 6, 2015



27th District
Ileana Ros-Lehtinen
Republican

Relationship Building: Library Makerspace Hill Event



Melrose Center

Orange County
Library System
Orlando, Florida

The Melrose Center features fully equipped video and photography studios, a fabrication lab, a simulator/virtual reality lab, editing bays, sound booths and other assorted resources for their patrons.



Relationship Building: Toolbox



Relationship Building: Toolbox

	Last Name	First Name	FY19 LSTA	FY19 IAL	FY18 LSTA	FY18 IAL	FY17 LSTA	FY17 IAL	Party
FL	Goetz	Matt							R
FL	Yoha	Ted							R
FL	Ros-Laitinen	Teana							R
FL	Curbele	Carol							R
FL	Rutherford	John							R
FL	Mast	Brian							R
FL	Dunn	Neal							R
FL	Rooney	Francis							R
FL	Posey	Bill							R
FL	Ross	Dennis							R
FL	Birakis	Gus							R
FL	Webster	Daniel							R
FL	Buchanan	Vern							R
FL	Diaz-Balart	Mario							R
FL	Wasserman Sch...	Debbie			Signed		Signed		D
FL	Rooney	Tom							R
FL	DeSantis	Ron							R
FL	Deutch	Ted		Signed	Signed		Signed		D
FL	Demings	Val							D

Tip! Don't know what District you're in?

Visit <http://ala.org/takeaction> and search your home address.

Relationship Building: Toolbox



Senior Senator

Bill Nelson

Democrat
Since Jan 3, 2001



Junior Senator

Marco Rubio

Republican
Since Jan 5, 2011

A State ▾	A Last Name ▾	A First Name ▾	☰ FY19 LSTA ▾	☰ FY19 IAL ▾	☰ FY18 LSTA ▾	☰ FY18 IAL ▾	☰ FY17 LSTA ▾	☰ FY17 IAL ▾
FL	Nelson	Bill	Signed		Signed			
FL	Rubio	Marco						

Relationship Building: Toolbox

- Planning Tools
 - Follow the Congressional Recess Schedule ✓
 - Build your Legislator Profiles ✓
 - Understand Key Staff & Their Roles

Relationship Building: Toolbox

QUICK POLL: When asked what should advocacy groups do more of to build relationships with a congressional office, what percentage did staff say...

- 79 % - Get to know a Legislative Assistant
- 62 % - Get to know the District/State Director

Relationship Building: Toolbox

- Communication Tools
 - Engage on Social Media
 - Write a Letter to the Editor
 - Speak from the Heart

Communication Tools: Social Media

QUICK POLL: How many comments on social media is enough for a Congressional office to pay attention?

→ If you want to get Congress to pay attention to your issue, **fewer than 30 comments** will do the trick.

Relationship Building: Toolbox

- Communication Tools

- Engage on Social Media ✓

- Write a Letter to the Editor ✓

- Resources:* <http://www.ala.org/advocacy/fund-libraries/media-toolkit>

- Speak from the Heart ✓

Relationship Building: Toolbox

- “At Home” Tools
 - Attend Town Hall Meetings ✓
 - Host a District Event ✓



- **Relationship Building**
- **Year-Round Advocacy**

ALA YEAR-ROUND ADVOCACY CHECKLIST



JANUARY

Welcome back Congress by sharing your library's plan for the year or by reminding them of your library's contribution to your community. Share any fact sheets or ALA's legislative priorities.



FEBRUARY

Reach out to your local paper or blog and ask them to feature your Letter to the Editor or to write a story about your library is funded and how federal dollars support your branch, directly or indirectly.



MARCH

Call your Members of Congress to ask for their support for library funding and remind them of the libraries in their district.



APRIL

Celebrate National Library Week all month long! Tweet at your Member of Congress with pictures and stories about your library. Ask them to show their support via: ala.org/takeaction



MAY

Join ALA in D.C. for National Library Legislative Day. Follow up on your advocacy meetings by inviting Members to any upcoming events at your library.



JUNE

Write to your U.S. Senators and U.S. Representatives and ask them to support the bipartisan Museum and Library Services Act of 2017.



JULY

Request in-district meetings with federal lawmakers when they are home in August. (Or invite them to your library for a tour!)



AUGUST

Congress is in recess! Attend town-halls with U.S. Senators and Representatives. Ask them about their position on funding strong libraries.



SEPTEMBER

Celebrate Library Card Sign-Up Month by asking your Member of Congress to tweet a picture of them with their library card. Sign patrons up to become ALA Advocates on ala.org/takeaction when they get their card.



OCTOBER

It's an Election Year! Make sure you have also reached out to candidates in your local area to ask them their position on libraries and educate them about the importance of your library. They might be your new Member of Congress!



NOVEMBER

Ask your federal, state, and local officials to publicly support libraries and their contributions to the community.



DECEMBER

Watch your inbox and respond to urgent alerts and calls-to-action. Remember to share with your networks



Stay Connected

ala.org/advocacy

Thank You

Questions?
(202)628-8410

