

Your Library, Your Voice

From Main Street to Capitol Hill

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Deputy Director, Public Policy & Advocacy office

American Library Association

Great Stories Happen at Your Library



Let's tell more
of them!

What's Ahead

- About ALA Public Policy & Advocacy
- National policy news
- Trivia
- Engagement opportunities
- Telling stories & building relationships

ALA Public Policy & Advocacy Office



The What Now?

Washington Office

- Office of Government Relations
- Office for Information Technology Policy

Office for Library Advocacy

Public Policy & Advocacy Office

The diagram illustrates the consolidation of functions from the Washington Office into the Public Policy & Advocacy Office. Two blue arrows point from the 'Office of Government Relations' and 'Office for Information Technology Policy' sub-items to the 'Public Policy & Advocacy Office' oval. A third blue arrow points from the 'Office for Library Advocacy' text to the same oval. The oval is blue-outlined and contains the text 'Public Policy & Advocacy Office'.

Who Advises Us

- Committee on Legislation (COL)
- Information Technology Policy Advisory Committee (ITP)
- Committee on Library Advocacy (COLA)

Who We Work With

- State chapters
- ALA units & member groups (e.g., divisions)
- Other library organizations (e.g., COSLA, ARL, AALL)

Legislative Agenda for 2019

- Funding
- Internet Access
- Copyright
- Government Information & Services
- Emerging Issues

Highlights: Funding

- IMLS reauthorized
- Congress still working on FY20 spending
- IMLS Director nominee expected

Highlights: Emerging Issues: STEM & Coding

- Libraries Ready to Code
 - ala.org/tools/readytocode
 - Computer Science Education Week
(Dec. 9-15 in 2019)

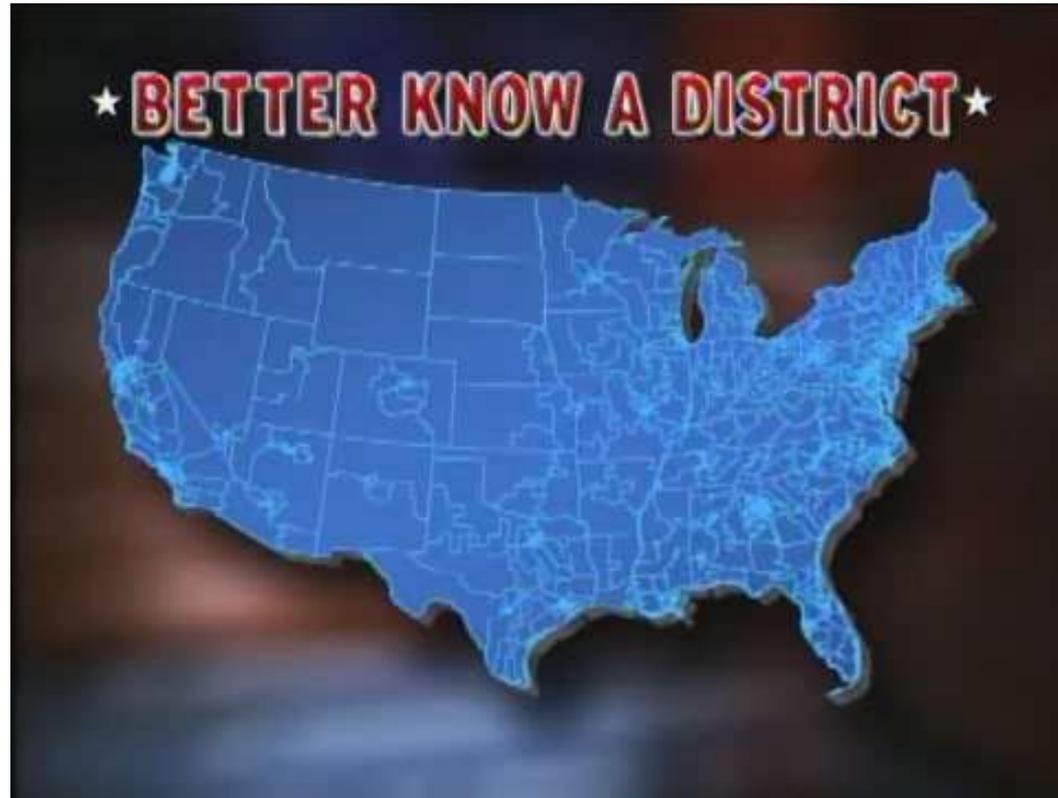
Highlights: Emerging Issues: Small Business

- Libraries Lead With Digital Skills
 - ala.org/pla/initiatives/google
- Entrepreneurship & small business

Potential Future Trends

- E-books & licensing
- Civic education & engagement
- Infrastructure (library facilities, broadband, sustainability, etc.)

Trivia!



Trivia!



Get Involved!

- Join or renew: ala.org/join
- Join the action center: ala.org/takeaction

Free Resources from ALA

- Congressional visits
- Media & social media
- Year-round engagement

ala.org/advocacy/getting-started

ALA 2019 ALA YEAR-ROUND ADVOCACY CHECKLIST

JANUARY Welcome new and returning members of Congress. Offer your branch location as a place they can hold meetings and hear bills. Also, make sure you are registered on ala.org/feedback . <input checked="" type="checkbox"/>	FEBRUARY Work with your local newspaper or neighborhood blog to set a story about how your library is funded and how federal dollars support your branch, directly or indirectly. <input type="checkbox"/>	MARCH Call your senators and reps to remind them of the library in their district and to ask them to sign on to the "Dear Appropriator" letter to support federal funding for libraries. <input type="checkbox"/>	APRIL Celebrate National Library Week all month long! Tweet or post members of Congress with pictures highlighting the unique services your library provides to your community. <input type="checkbox"/>
MAY Follow up on your advocacy work by meeting local congressional staff to see your library (or just an opening seat). Share a picture of the visit on social with the hashtag #VisitALALibrary. <input type="checkbox"/>	JUNE Representative Kamela in Washington, ALA will be celebrating the National Week of Making in DC. Post Tweet or picture of your experience with the tag #NationalWeekofMaking in ALA library. <input type="checkbox"/>	JULY Request a cabinet meeting with your senators and representatives as well as their staff when they are home in August. Set a goal to invite them to your library for a tour! <input type="checkbox"/>	AUGUST Congress is in recess! Check your senators and representatives websites to find out what their home bills will be held. Attend and ask them about their position on funding libraries. <input type="checkbox"/>
SEPTEMBER Celebrate Library Card Sign-Up Month by giving patrons up to 50000 ALA references on ala.org/whoswho when they get their new card. <input type="checkbox"/>	OCTOBER Host your next election panel! Keep an eye on May candidates in your local area so you can start educating them about what makes the Local Library and its library community. <input type="checkbox"/>	NOVEMBER Express your appreciation to your elected officials for their support for libraries as public infrastructure and praise will help to keep your governing relationships strong! <input type="checkbox"/>	DECEMBER Watch your inbox closely and respond to the text alerts to access of the year. Remember to share these and your alerts with your professional networks. <input type="checkbox"/>

ALA Midwinter programs (Jan. 24-28, 2020)

- 2020 Census (Sat., 10:30)
- Nonpartisan voter engagement (Sat., 4:30)
- Congress in 2020 (Mon., 9:00)
- Working with local media (Mon., 10:30)

National Library Legislative Day

Mark your calendars!



MAY 4-5, 2020
GEORGETOWN UNIVERSITY CONFERENCE CENTER
WASHINGTON, D.C.

For more information, visit ala.org/NLLD



Special Opportunities

- Policy Corps
 - ala.org/advocacy/ala-policy-corps
- National Network of Library Advocates pilot program

Telling Stories & Building Relationships



Do decision-makers in your community know all the **great things** happening in your library?

Telling Stories & Building Relationships



Homework got
you down?

FREE afterschool homework
help for students in grades 3-5.

MONDAYS & THURSDAYS
4:00 - 6:00 PM

Starts
September 30, 2019

Register your child
today!

CLEWISTON PUBLIC LIBRARY
120 W Osceola Ave. Clewiston, FL 33440
Tel: 863-983-1493
www.hendrylibraries.org

Do decision-makers in
your community know
how your library is
helping to **solve**
problems?

Telling Stories & Building Relationships

Do decision-makers in your community know how your library is helping to **address community priorities?**



CITIZENSHIP CLASSES

Self-paced question and answer practices and drills for individuals preparing to take the U.S. citizenship exam. General information, sample test questions with answers and access to the citizenship application. Citizenship eligibility, fees, and special cases will be discussed.

Saturdays, 2-4 p.m. Room 226

August 3, 10, 17

September 7, 14, 21, 28

October 5, 12, 19, 26



North Regional/BC Library
1100 Coconut Creek Blvd.,
Coconut Creek, FL 33066



Your Library is a Valuable Community Resource

- Your patrons = their constituents
- Share news & events
- Invite them to visit & participate
- They read the news
- Follow up!

It's a Team Sport

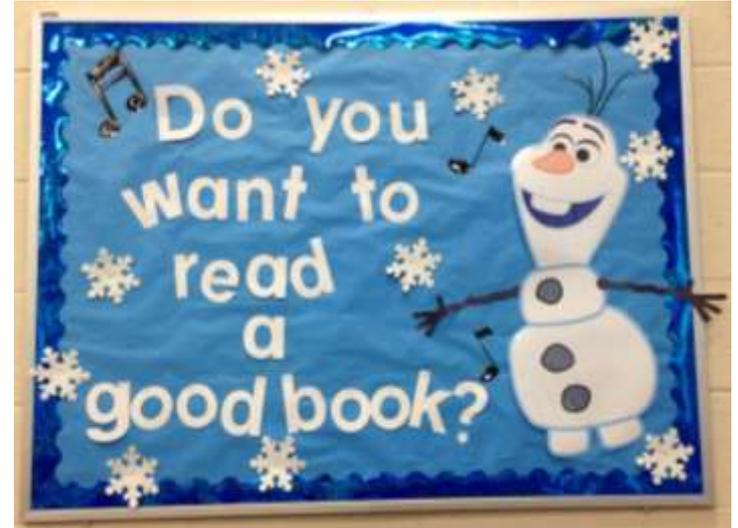


Your Library, Your Voice

What is **one impressive number** that demonstrates your library's impact?

Example

In 2017, there were **more visits** to Florida's public libraries than to **all** of Disney's Florida parks. (67 million vs. 60 million)



Your Library, Your Voice

What is **one great story** about
how your library helped
a small business?

Your Library, Your Voice

What is **one great story** about
how your library helped
a jobseeker?

Your Library, Your Voice

What is **one great story** about
how your library helped
a child?

Your Library, Your Voice

What is **one great story** about
how your library helped
your community navigate change?

Thank You

Stay connected:
ala.org/advocacy

