



# 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 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

# LIBRARIES TRANSFORM<sup>®</sup>

An initiative of the American Library Association

<http://www.ilovelibraries.org/librariestransform/>

## 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.

# TOOLKIT

ABOUT

TARGET AUDIENCES

KEY MESSAGES

LAUNCHING A CAMPAIGN

PUBLIC RELATIONS

COLLECT STORIES

ADDITIONAL RESOURCES

TEN WAYS TO GET INVOLVED

VIDEO PSAs

TEMPLATES

GRAPHICS

## 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](#).

BECAUSE LIBRARIANS GET AN A+ FOR ENSURING KIDS EXCEL IN READING.

BECAUSE FAKE NEWS CAN HAVE REAL-WORLD CONSEQUENCES.

BECAUSE ACCESS EQUALS OPPORTUNITY.

BECAUSE HANDS-ON LEARNING BUILDS STRONGER BRAINS.

BECAUSE FREE WI-FI SHOULDN'T REQUIRE A RECEIPT.

BECAUSE A LITTLE KNOW-HOW CAN MAKE A SMART PHONE SMARTER

BECAUSE YOU MIGHT TAKE AN INTEREST IN GARDENING AT 3 A.M.

BECAUSE A LIBRARY CARD IS THE MOST IMPORTANT SCHOOL SUPPLY OF ALL.

BECAUSE STUDENTS WHO READ DURING THE SUMMER, END UP ON THE HONOR ROLL IN THE FALL.

BECAUSE LEARNING STARTS BEFORE KINDERGARTEN.

BECAUSE IT'S 3 A.M. AND YOU NEED TO READ HARRY POTTER AND THE CURSED CHILD.

BECAUSE TXT R FINE, BUT SRSLY, PPL ALSO NEED 2 C REAL SENTENCES.

BECAUSE 5 OUT OF 5 DOCTORS AGREE READING ALOUD TO CHILDREN SUPPORTS BRAIN DEVELOPMENT.

BECAUSE ADDING MINECRAFT TO CURRICULUM MAY INSPIRE MORE FUTURE ENGINEERS THAN MATHEMATICS ALONE.

BECAUSE LEARNING TO READ COMES BEFORE READING TO LEARN.

BECAUSE MORE THAN A QUARTER OF U.S. HOUSEHOLDS DON'T HAVE A COMPUTER WITH AN INTERNET CONNECTION.

BECAUSE EMPLOYERS WANT CANDIDATES WHO KNOW THE DIFFERENCE BETWEEN A WEB SEARCH AND RESEARCH.

BECAUSE PUNCTUATION WITHOUT IMAGINATION MAKES A SENTENCE, NOT A STORY.



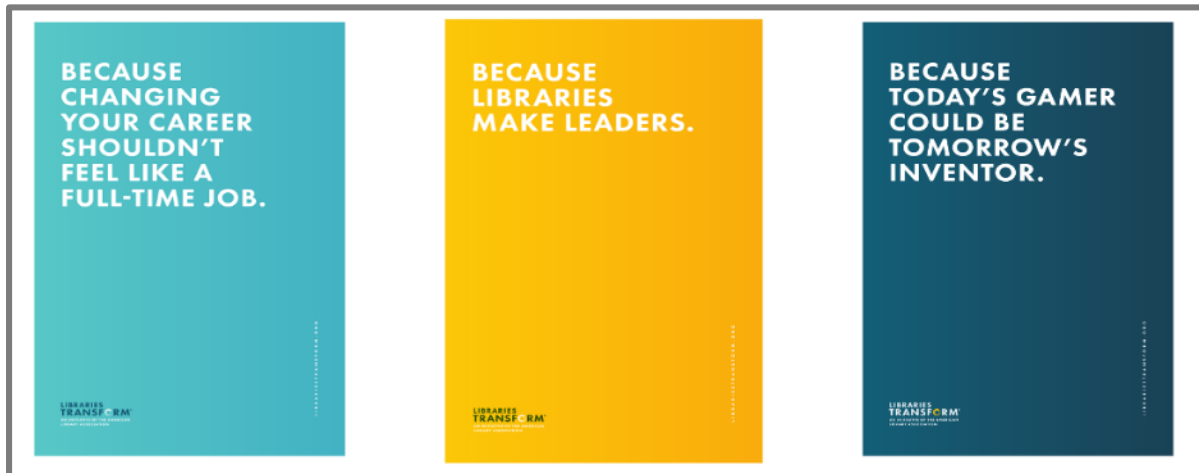
9,700 Libraries signed up as participants

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

Laurie Doan

Tredyffrin Public Library  
Strafford, Pennsylvania

"She goes far beyond the basics of her job working with teens—she is a leader and a mentor who provides many real opportunities for teens to stretch their wings and learn essential life skills in a safe and supported way."



[Laurie Doan nomination \(PDF\)](#)

Mary Jo Fayoyin

Savannah State University  
Savannah, Georgia

"Mrs. Fayoyin makes the university a better place because of her focus on assessment and evaluation. She is constantly evaluating library services, resources, and instruction."



[Mary Jo Fayoyin nomination \(PDF\)](#)

Natalia Fernández

Oregon State University  
Corvallis, Oregon

"Those of us who have had the opportunity to collaborate with her—be it as co-authors, instructors, researchers, or students—have felt the impact of her generous character and rigorous attention to detail and historical accuracy."



[Natalia Fernández nomination \(PDF\)](#)

## 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.

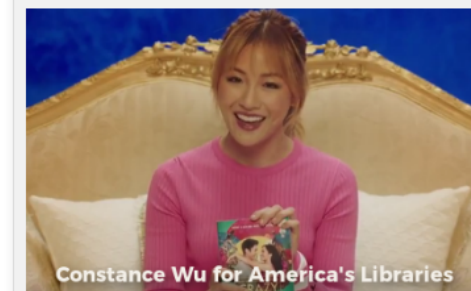
NOMINATE A PUBLIC LIBRARIAN

NOMINATE 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>



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ANNUAL FUND

GIVING OPPORTUNITIES

WAYS TO GIVE

NAMING OPPORTUNITIES

FRIENDS OF THE LIBRARIES

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NEWS, EVENTS, EXHIBITS

DUKE FORWARD

Give Now

## 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.



Click on the image to see the full-size version!

# Funding for Libraries in United States

Over \$250 million

**THE VERGE** TECH SCIENCE CULTURE CARS REVIEWS LONGFORM VIDEO MORE

POLICY & LAW US & WORLD CULTURE


# Trump's proposed budget will eliminate funding to museums, libraries, and artists

56

19 agencies in all are on the chopping block

By Andrew Liptak | @AndrewLiptak | Mar 16, 2017, 2:38pm EDT

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# FUND LIBRARIES

Tell Congress to invest in libraries.

#FundLibraries

ALA American Library Association

## White House budget proposal continues to miscalculate the value of libraries

Published February 12, 2018 by Kathi Kromer

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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 undercut opportunity for their constituents.

ALA American Library Association

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CHAPTERS



### Support libraries, support MLSA

The Museum and Library Services Act of 2017 (S. 2271) has been introduced by Senators Jack Reed (D-RI), Susan Collins (R-ME), Thad Cochran (R-MS), Kirsten Gillibrand (D-NY) and Lisa Murkowski (R-AK). The 2017 MLSA reauthorizes the Institute of Museum and Library Services (IMLS), showing congressional support for the federal agency and the funding it administers (including LSTA). Please call your Senators and ask them to show their support of libraries by cosponsoring MLSA.

SEND AN EMAIL

### Find your elected officials

Look up your elected officials and candidates. Just enter your ZIP code to get started.

GO

### Bills to follow

Select the bill name to view status, co-sponsor list, and additional Member info.

#### Federal - HR 1462

A bill to amend part A of title I of the Elementary and Secondary Education Act of 1965 to allow States, in accordance with State law, to let Federal funds for the education of disadvantaged children follow low-income children to the public school, charter school, accredited private school, or supplemental educational service program they attend, and for other purposes.

#### Federal - H Res 82

A resolution electing members to the Joint Committee on the Library and the Joint Committee on Printing (official title to be confirmed).

#### Federal - H Res 275

A resolution providing for consideration of the bill (HR 1695) to amend title 17, United States Code, to provide additional responsibilities for the Register of Copyrights, and for other purposes (official title to be confirmed).

#### Federal - HR 5305

A bill to amend title 44, United States Code, to ensure the availability of no-fee public access to government information, to reform the Federal Depository Library Program, to authorize the activities of the Superintendent of Documents, and for other purposes.

### @ALALibrary

#### Tweets by @ALALibrary

American Library Association @ALALibrary

Probable Supporters can have an impact on library funding, and their trust in libraries makes them receptive to messaging about

Embed

View on Twitter

### Key Issues

- Appropriations
- Copyright
- Education & School Libraries
- Government Information
- Open Access
- Privacy, Surveillance, and Cybersecurity
- Telecommunications
- Workforce Innovation and Libraries

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??

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## Fund Libraries



Tell Congress to invest in libraries.  
**#FundLibraries**

Right now, congressional leaders are indicating their support for investing in libraries across the country. We just completed the House Dear Appropriator letter campaign and we are now moving to the Senate side. Check out this [infographic](#) about the path to federal funding and where ALA advocates can act along the way.

[Contact Your Member of Congress](#)

### Have your Senators signed?

Check our LSTA and IAL letter trackers below to see if your Senators have signed this year (of if they have signed in the past).

Hide fields	Filter	Grouped by 1 field	Sort					
<input type="checkbox"/>	State	Last Name	First Name	FY19 LSTA	FY19 IAL	FY18 LSTA	FY18 IAL	
20	IL	KISCH	JIM					
STATE IL Count 2								
27	IL	Duckworth	Tammy	Signed	Signed	Signed		
28	IL	Durbin	Richard	Signed	Signed	Signed	Signed	
STATE IN Count 2								



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.



by [MARGARET H. WILLISON](#) MAR 20, 2017

21.8K



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



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<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,.



*The Voice of the Library Community*

**New York Library Association**

6021 State Farm Road, Guilderland, NY 12084  
518-432-6952 / 518-427-1697 FAX  
info@nyla.org  
www.nyla.org

### **\*\*\*PRESS RELEASE\*\*\***

December 21, 2017

**FOR IMMEDIATE RELEASE**

Contact: Mike Neppel, Director of Government Relations / [advocate@nyla.org](mailto:advocate@nyla.org)  
Phone: (518) 432-6952 x102

### **NEW YORK PUBLIC LIBRARIES URGE GOVERNOR CUOMO TO END FUNDING CUTS DECADE OF REDUCED STATE AID HAS INCREASED LOCAL TAX BURDENS; THREATENS INTERNET ACCESS FOR MILLIONS OF NEW YORKERS; ENDANGERS EARLY LITERACY & EDUCATION PROGRAMS SIENA RESEARCH POLL: 90% OF NEW YORKERS DEMAND INCREASED STATE LIBRARY AID**

**ALBANY, NY** – New York's twenty-three public library systems, on behalf of all seven hundred fifty-six local public libraries throughout the state, have released a letter calling on Governor Cuomo to end the decade of damaging funding cuts to the State Library Aid program. The State Library Aid program is the primary source of funding for New York's twenty-three public library systems, which provide shared services and resources for each of the state's local public libraries. Public library system services ensure that every community, regardless of relative wealth, has access to a quality local library.

According to the State Education Department (SED), each dollar invested in the State Library Aid program returns seven dollars in local library services; more than \$117M in lost state funding has cost our communities more than \$800M in lost local library services.

## 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.



**NIAGARA FRONTIER  
PUBLICATIONS**

[Articles](#)

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



BECAUSE ONE  
IN SIX HOOSIERS  
LIVES IN AN  
AREA WITHOUT  
ACCESS TO  
BROADBAND

LIBRARIES  
TRANSFORM<sup>®</sup>  
INDIANA

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 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 in 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.

**BECAUSE THE  
INTERNET SHOULDN'T  
HAVE A SLOW LANE.**

**LIBRARIES  
TRANSFORM<sup>®</sup>  
INDIANA**

#LIBRARIETRANSFORMINDIANA

# 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.



**BECAUSE ISPs SHOULDN'T HAVE VIPs.**

LIBRARIES TRANSFORM®  
#LibrariesTransform

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ALA  
American Library Association

## Senate stands up for net neutrality, what's next?

Published May 16, 2018 by Ellen Satterwhite

532 Shares [f Share](#) [t Tweet](#) [e Email](#) [in Share](#)

Today, the Senate voted 52-47 to pass legislation under the Congressional Review Act (CRA) to block the FCC's troubling December 2017 rollback of its 2015 net neutrality rules. We're excited to see the Senate following the will of the people and voting to keep the internet free and open. The passage of this resolution shows that this is an important issue for all Americans—including the thousands of members of the library community who have weighed in and asked lawmakers to step up for net neutrality.

The vote comes on the heels of news late Friday that the repeal of the 2015 net neutrality rules will officially take effect June 11. Though the FCC's vote took place in December 2017, there were several procedural moves required for the rules to become law, including publishing in the Federal Register, the government record of agency regulations. Following a 30-day comment period, the order takes effect. This has been a source of confusion because the FCC initially published parts of the order in the Federal Register in February; but not the substance. Approval from the Office of Management and Budget was needed before substantive changes could take effect. The February filing started the clock, however, for challenges in federal court and for members of Congress to pursue action through the Congressional Review Act.



# NATIONAL LIBRARY LEGISLATIVE DAY

## E-rate & Broadband

- One-year anniversary of ConnectHome 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 re-examination of digital rights management, 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 those 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 deprofessionalization, 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 for 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](http://www.ala.org/advocacy/advocacy-bootcamp).

Totals as of June 2018	Participant "commitment"
<b>Total number of participants reporting</b>	<b>653</b>
Will join Libraries Transform Campaign	308
Commit to advocacy work at state level	179
Willing to mentor new advocates	97
In need of a mentor	43
Will share state and local advocacy issues with OLA	296
Will report challenges back to OIF	279
<b>ALA Membership</b>	
Will join ALA as result of Bootcamp	61
Will join United for Libraries	13
Will join AASL	8
Will join Intellectual Freedom Round Table	67
Will join Freedom to Read Foundation	67
Will donate to Merritt Fund	13
Will subscribe to Journal of Intellectual Freedom	35
New subscribers to Ilovelibraries	210
Already an ALA member	285
Will join state association	23

### Trainings since January 1, 2018

ALA Midwinter Meeting-February

- Advocacy Bootcamp
- Recruit & Rally (Train-the-Trainer)

Illinois Library Association Trustees-February

### Trainings Scheduled for Fall, 2018

Kansas Library Association-October

Mississippi Library Association-October

Nebraska Library Association-October

NY Library Association (Train-the-Trainer)-September

22

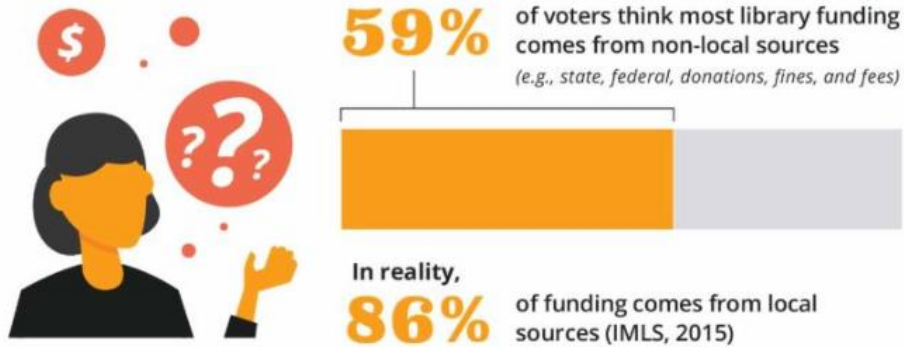
Advocacy  
Bootcamps  
Presented to Date

33

Advocacy  
Bootcamps  
Anticipated by End  
of 2018



## 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 OCLC and ALA, [From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018](#) ( DOI:10.25333/C3M92X ), CC BY-NC-SA 2.0

## Small Actions Make a Difference

### ADVOCACY

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.
4. **Map your policymaker and key influencer relationships.** Print pages 14-19 in the [ILF Advocacy Planning Guide](#) for samples.
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.

# Freedom and Principles

# Increasing Interest in Responding to Social Justice Issues

• [Advocacy & Public Awareness](#)

• [Banned Books](#)

• [Equity, Diversity & Inclusion](#)

[Access to Library Resources and Services](#)

[Cultural Programming to Promote Diversity](#)

[Diversity Research & Statistics](#)

[Diversity in the Workplace](#)

• [Libraries Respond](#)

[Libraries Respond: Dakota Access Pipeline \(DAPL\)](#)

[Libraries Respond: Immigrants, Refugees, and Asylum Seekers](#)

• [Libraries Respond: 2016 Election](#)

[Libraries Respond: 10 Things Your Library Can Do for 2017 and Beyond](#)

[Libraries Respond: Hate Groups and Violence in Libraries](#)

[Libraries Respond: Hate Crimes and Libraries](#)

[Libraries Respond: National Day of Healing](#)

[Libraries Respond: Protections for Our Nation's Transgender Students](#)

[Libraries Respond: Natural Disasters](#)

[ODLOS Blog](#)

[Outreach to Underserved Populations](#)

[Workforce Development](#)

[Spectrum](#)

## Libraries Respond: Immigrants, Refugees, and Asylum Seekers



### ALA Resolutions

- [ALA Resolution on Improving Access to Spanish, Bilingual, and Books in Various Languages for Children in Detention Centers, 2015-2016 CD#38\\_Revised-2\\_63015\\_FINAL \(2015 ALA Annual Conference\)](#)
- [ALA Resolution on Replacing the Library of Congress Subject Heading "Illegal Aliens" with "Undocumented Immigrants", 2015-2016 ALA CD#34\\_11216\\_FINAL \(2016 ALA Midwinter Meeting\)](#)
- [ALA Resolution in Support of Immigrant Rights, 2006-2007 CD#20.2 \(ALA Midwinter Meeting\)](#)

### ALA Statements

- [ALA outraged by the refugee family separation policy](#)
- [ALA Opposes new administration policies that contradict core values](#)

### ALA Resources (Webinars, Toolkits, Libguides)

- [A Guide to Books on the Experience of Immigrant Children and Teens from ALA Publishing](#)
- [ALA Library Bill of Rights](#)
- [ALA New Immigrants](#), from ALA A to Z List of Resources
- [ALA Services to new Immigrants Libguide](#)
- [ALA Suggested Guidelines: How to Respond to Law Enforcement Requests for Library Records and User Information](#)
- [ALA What is Sanctuary?](#)
- [ALSC Serving Diverse Communities](#)
- [Diversity Research Grant: Beyond Broken Borders: Examining Library Services to Latino & Spanish Speaking Populations in New Latino South States with Anti-Immigration Laws \(2012\)](#)
- [Everyday Advocacy: An Initiative of ALSC, a Division of ALA](#)

## Libraries Respond: Protections for Our Nation's Transgender Students



### 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."

<http://www.ala.org/news/press-releases/2017/02/ala-strongly-protests-rollback-protections-our-nation-s-transgender-students>  
(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](#)
- ["Trump's transgender move puts spotlight on Supreme Court case,"](#) by Lawrence Hurley. Reuters, February 24, 2017.
- [Gloucester County School Board v. G.G.](#)
- ["Bathroom Bill" Legislative Tracking](#) from the National Conference of State Legislatures