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
The What Now?

Washington Office
- Office of Government Relations
- Office for Information Technology Policy

Office for Library Advocacy

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!

BETTER KNOW A DISTRICT

American Library Association
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 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

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?
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
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)
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?
What is one great story about how your library helped a child?
What is **one great story** about how your library helped your community navigate change?
Thank You

Stay connected:
ala.org/advocacy