



# Library Advocacy

presented by

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# Introduction

- The Focus today will be how to advocate for libraries with Local & State officials
- Overview of Library Advocacy
- We will also provide some time to attempt to address specific advocacy questions/issues

# Who is a Library Advocate?

- A library advocate understands the value and importance of public library service and they communicate that value to government leaders, community members and other decision-makers/stakeholders

# Advocacy

Since local politics are personal, your contacts on behalf of the library with public officials from the municipality, the county, and the state will advance the cause of your institution.

In the same way, building rapport and networking with civic and service groups will advance your cause with your customers and potential individual supporters.

This is an area where an individual trustee can directly help the library in a significant way. (See [Trustee Essential #13: Library Advocacy.](#))

# Advocacy

## Trustee Essential 1: The Trustee Job Description

### **7. Act as an advocate for the library through contacts with civic groups and public officials.**

Gathering information on community needs will certainly put you in contact with your community; the purpose of that activity is to focus development energies.

Other kinds of contacts are also important, however, and their purpose will be to raise awareness of the library and promote its services.

It has been written that the core of effective politics is the building of rapport.

<http://dpi.wi.gov/pld/te1.html>

# Why Advocate?

- **Trustees** play an integral role in advocacy for their library.
- **The quality of a library's services ultimately rests with the library's Board of Trustees and, therefore, it is critically important that they do everything they can to ensure that the library has the resources it needs.**
- If libraries are to thrive in the 21st century, Trustees must step up and let those who fund them know that communities and even our democracy depend on free and open access to the wide variety of materials and resources an excellent library with excellent funding offers. (<http://www.ala.org/united/advocacy>)

# Set Priorities for Advocacy

- State (in partnership with the state library community)
  - Library System Funding
  - Changes to library law
- Local
  - Budget
  - Building
  - Technology improvements



# Ways to Advocate

- Speaking to civic groups
  - Identify groups in the community
  - Chamber of Commerce website
- Talking to friends
- Writing letters to the editor
- Attending and speaking at local budget hearings
- Talking, emailing, writing letters to legislators



# Building Relationships

- Work on Campaigns
- Attend candidate forums
- Sponsor candidate forums
- Provide space for legislative listening sessions
- Invite them to the library
- After the election, send congrats to whoever won

# Message

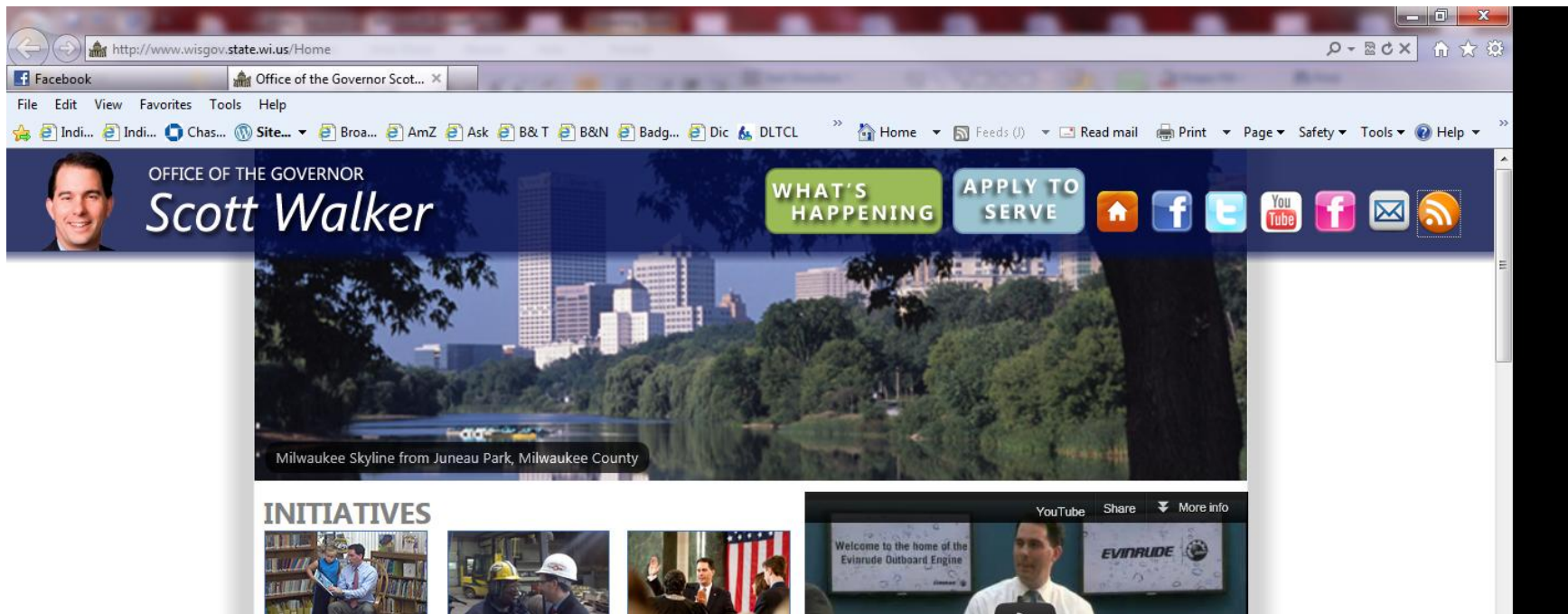
- Elevator Speech
  - 5 things about the library
  - What do you appreciate about your library
  - What do they do well
  - Why is the library important to me and our community
  - Practice

# Exercise

# Tie Message to Interest

- Jobs
- Technology
- Education
- Job Training
- Youth
- Early Literacy

# Finding their Interest



# Finding their Interest

- Website

- Campaign Tom Larson

- <http://tomlarsonforassembly.com/>

- Office Sheila Harsdorf

- <http://legis.wisconsin.gov/w3asp/contact/legislatorpages.aspx?house=senate&district=10>

- City of New Richmond

- [http://www.newrichmondwi.gov/index.asp?Type=B\\_BASIC&SEC={E731C31E-CA3A-42AB-A5E3-C58F17FF60A2}](http://www.newrichmondwi.gov/index.asp?Type=B_BASIC&SEC={E731C31E-CA3A-42AB-A5E3-C58F17FF60A2})

# Finding their Interest

- Facebook Page

- Ron Kind

- <https://www.facebook.com/gregory.button.104?fref=ts#!/RonKindWI?fref=ts>

- Eau Claire County

- <https://www.facebook.com/EauClaireCounty?fref=pb>

- Menomonie City Council member Andres Mercil

- <https://www.facebook.com/andrewmercil.citycouncil>

# Finding their Interest

- Meetings

- New Richmond Committees and Boards

- [http://www.newrichmondwi.gov/index.asp?Type=B\\_BASIC&SEC={00B825BB-EF34-4E9D-90AE-65D3AE09EBB9}](http://www.newrichmondwi.gov/index.asp?Type=B_BASIC&SEC={00B825BB-EF34-4E9D-90AE-65D3AE09EBB9})

- Agendas and Minutes

- [http://www.newrichmondwi.gov/index.asp?Type=B\\_BASIC&SEC={326519F5-F337-4511-8846-0A76BAD2D1F3}](http://www.newrichmondwi.gov/index.asp?Type=B_BASIC&SEC={326519F5-F337-4511-8846-0A76BAD2D1F3})

- Library Building Funding [http://www.newrichmondwi.gov/vertical/sites/%7BEA3859A6-0265-4D3F-A88D-A5D09E74BEA2%7D/uploads/September\\_Council\\_Minutes.pdf](http://www.newrichmondwi.gov/vertical/sites/%7BEA3859A6-0265-4D3F-A88D-A5D09E74BEA2%7D/uploads/September_Council_Minutes.pdf)

# Finding their Interest

- Join email lists for elected officials if available
  - Senator Moulton's October 24th E-Update
- RSS Feeds of elected officials
  - <http://www.wisgov.state.wi.us/Home>

# Network

- Email lists for interested patrons
  - Citizen advocates are often more powerful than ones connected to the library
    - Important for Library Legislative Day
- Listing of Elected Officials
  - Website
  - Print
- Library Facebook for News
- Friends of the Library Facebook Page

# Advocacy Tips

- Advocate when appropriate
  - If tax dollars are tight and cuts to the library are not disproportionate to other departments, approach discussions in a collaborative way
  - If cuts are disproportionate it may be time to gear up others
    - Time frame may be short
    - Know your message
      - Keep it consistent

# IFLS Library Value Calculator

The screenshot shows the Indianhead Federated Library System website. At the top, there is a navigation menu with links for Home, About IFLS, Services, Youth Services, MORE, Continuing Ed, and Trustees. A search bar is located in the top right corner. Below the navigation menu, there is a Facebook Like button with 144 likes. The main content area features the "Library Value Calculator" page. The page title is "Library Value Calculator" and the breadcrumb trail is "Services > PR and Communications > Library Advocacy > Library Value Calculator". The page asks "What is your library worth to your patrons?" and provides instructions to use the calculator to estimate the number of times per month or per year library services are used. The calculator table has the following data:

Enter #	Library Services	Value
0	Items Borrowed (\$15)	\$0
0	Meeting Room Use Hours (\$50)	\$0
0	Adult Program/Class Attendance (\$10)	\$0
0	Child Program/Class Attendance (\$5)	\$0
0	Reference Questions (\$5)	\$0
0	Other/Misc. Enter value: 0	\$0
<input type="button" value="Calculate"/> <input type="button" value="Clear Form"/>		Total Value: \$0

Adapted from the Maine State Library: Library Use Value Calculator  
<http://www.main.gov/msl/services/calculator.htm>  
<http://www.maine.gov/msl/services/cal explanation.htm>

- <http://www.ifls.lib.wi.us/Default.aspx?tabid=201>

# Library Value Calculator

Home Programs Childrens Teens Research About Us Contact Us Suggestions

Your Library's Value Donate!

**Library Hours:**

**School-Year Hours**  
Sunday Closed  
Monday 10 am - 8 pm  
Tuesday 10 am - 8 pm  
Wednesday 10 am - 8 pm  
Thursday 10 am - 8 pm  
Friday 10 am - 5:30 pm  
Saturday 10 am - 2 pm

**Summer Hours**  
Sunday Closed  
Monday 10 am - 8pm  
Tuesday 10 am - 5:30pm  
Wednesday 10 am - 5:30pm  
Thursday 10 am - 8pm  
Friday 10 am - 5:30pm  
Saturday 10 am - 2pm

**What Is The Chippewa Falls Public Library Worth to YOU?**

**Value of Library Services**

Input Your Use	Library Services	Value of Services
<input type="text" value="5"/>	Books Borrowed	\$ 75.00
<input type="text"/>	Movies Borrowed	\$ 0.00
<input type="text"/>	Audio Books Borrowed	\$ 0.00
<input type="text"/>	Music CDs Borrowed	\$ 0.00
<input type="text"/>	Magazines Borrowed	\$ 0.00
<input type="text"/>	eBooks Downloaded	\$ 0.00
<input type="text"/>	Children's Programs Attended	\$ 0.00
<a href="#">Calculate The Value of Your Library Use</a>		\$ 75.00

# Wisconsin Library Association

- State Legislative Agenda
  - <http://wla.wisconsinlibraries.org/legislative/state-legislative-agenda>
- Legislative Alerts
  - <http://wla.wisconsinlibraries.org/legislative/legislative-alerts>
- Tools
  - <http://wla.wisconsinlibraries.org/legislative/advocacy/advocacy-resources>

# Wisconsin Library Association Library Legislative Day

- Sponsored by the Wisconsin Educational Media & Technology Association and the Wisconsin Library Association
- **Join us for a fun day of legislative action!**
- Tuesday, February 5, 2013  
Best Western Inn on the Park, Madison, WI

# Wisconsin Library Association Library Legislative Day

- 7:30 a.m. - Registration/Continental Breakfast
- 8:00 a.m. - Briefing on the Issues, Keynote Address
- 10:30 a.m. - Legislative Appointments
- Online registration will be available soon.

- Speak up for your library
- Share your story

# Online Newspaper Comments

## **Outagamie libraries may halt loans to Brown Co. Residents**

Brown County residents could be prohibited from borrowing materials from libraries in Outagamie County next year if the counties can't resolve a dispute over a bill.

Libraries in Appleton, Kaukauna, Kimberly and Seymour are considering halting loans of library materials to their neighbors to the north in response to a \$33,281 bill from the Brown County Library. The change is proposed to take place after Jan. 1 if the counties can't resolve a dispute over the bill, said Colleen Rortvedt, director of the Appleton Public Library. ....

## Partial Response from a Library (Posted Online)---

Brown County also requires a separate library card, as their online catalog is different than the rest of the member libraries; in other words, their catalog is not accessible to its member libraries. Brown County opted not to join with the majority when upgrading their Online Public Access Catalog a few years ago.

So what good are they as our "Resource Library"? And are Resource Libraries really necessary anymore? I think not. The state money currently going to Brown to act as our "Resource Library" would be best used by all member libraries to better serve their communities. Contact your legislators and let them know that the laws regarding public libraries in Wisconsin need to be amended regarding cross over borrowing and resource libraries.

# Online Newspaper Comments

## Outagamie libraries may halt loans to Brown Co. Residents

Citizen Comment—

There is far too much duplication of services. We have libraries in all of the public schools and colleges and then on top of that the local public library. It is time to look at getting rid of the public library. It is fast becoming a dinosaur. The internet is making the library obsolete and the taxpayer is footing the bill for building maintenance and salaries to keep open something with questionable value.

Should and would you respond to this?



# Resources

- <http://www.ifls.lib.wi.us/Default.aspx?tabid=180> IFLS Advocacy Page
- <http://wla.wisconsinlibraries.org/legislative> Wisconsin Library Association Legislative Page
- <http://www.ala.org/advocacy/advleg> American Library Association Advocacy Page
- <http://www.ala.org/offices/ola/libraryadvocateshandbook> Library Advocate's Handbook

# Questions

## Contact

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