

Recipe for Advocacy

NEFLIN Annual Meeting - September 10, 2009



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Florida Library Association

Recipe for Library Advocacy

- ▶ Preheat oven with positive contacts
- ▶ Prepare equipment in advance
- ▶ Take 1 bunch of people who care about their communities and understand libraries
- ▶ Add equal measures of facts, dedication and passion
- ▶ Fold in media and good public relations
- ▶ Simmer until done
- ▶ Serve to decision makers



Advocate – who me?



Advocate – who me?



- Willingness
- + Basic skills
- + Persistence

ADVOCATE



FLA's Mission

- ✓ Undertake activities to earn it a leadership position for all areas of librarianship.
- ✓ Work with other professional organizations and professions
- ✓ Provide increasing opportunities for librarians and support staff in Florida to advance their skills
- ✓ Continue its role as legislative advocate for excellence in all types of library service



FLA's advocacy focuses on

- ▶ State legislation affecting libraries
- ▶ Support for K-12 media and college/university library funding
- ▶ Support for special libraries, e.g. Division of Blind Services, Corrections
- ▶ Major issues affecting libraries of any type
- ▶ State funding for public libraries and library cooperatives



FLA's 2010 legislative platform includes

- ▶ Support for continuation of the State Library in the Sunset Review process
- ▶ Expansion of early voting sites beyond libraries
- ▶ Restoration of funding for multitype library cooperatives
- ▶ Funding Public Library Construction Grant applications
- ▶ working toward the restoration of State Aid to Public Libraries funding from the current \$21,253,978 to the \$33,400,000 appropriated in 2000-2001.



State funding for libraries – May 2009

- ▶ At end of 2009 legislative session, funding for public libraries and library cooperatives was nearly eliminated
- ▶ FLA lobbyist sounded alarm
- ▶ Media and partners like FAC jumped in
- ▶ Library supporters everywhere responded
- ▶ Funding restored!



FLA's advocacy includes federal issues

- ▶ FLA and State Library & Archives of Florida partner with ALA's Washington Office
- ▶ National Library Day in May
- ▶ LSTA – primary federal program
- ▶ Various issues important to all types of libraries



You might already be a Library Advocate if you...

- ▶ Sent an email
- ▶ Made a phone call or sent a fax
- ▶ Visited the office of an elected official
- ▶ Signed a petition
- ▶ Joined the Florida Library Association
- ▶ Asked your friends, neighbors and colleagues to do any of the above

...in support of LIBRARIES!



Basic tips for new cooks



- ▶ Basic understanding of science of cooking is helpful
- ▶ Make sure you have the ingredients needed
- ▶ Don't leave the stove unattended
- ▶ If pot starts to boil over – get help
- ▶ Clean up the kitchen afterward



Basic tips for new advocates

- I. Understand the political process



Basic tips for new advocates

1. Understand the political process
2. Get the resources you need



Basic tips for new advocates

1. Understand the political process
2. Get the resources you need
3. Don't leave the political stove unattended



Basic tips for new advocates

1. Understand the political process
2. Get the resources you need
3. Don't leave the political stove unattended
4. If the political pot starts to boil over – get help



If you're planning to be an advocate...

1. Understand the political process
2. Get the resources you need
3. Don't leave the political stove unattended
4. If the political pot starts to boil over – get help
5. Remember to finish the job– say thanks!



Tip #1 Understand the political process

- ▶ Who makes decisions
- ▶ What's the timeframe
- ▶ How the budget is developed
- ▶ Terms and term limits
- ▶ Looking ahead, who's moving up



Tip #2 Get the resources you need

- ▶ Online Sunshine – Florida House and Senate
- ▶ Governor's website
- ▶ MyFlorida.com – connects to state government
- ▶ ALA Washington Office – federal issues
- ▶ FLA website – Advocacy section



Tip #2 Get the resources you need



The screenshot displays the Florida Library Association (FLA) website. The header features the FLA logo and the text "Florida Library Association" with a search bar and navigation links for "About FLA", "Join Us", and "Contact Us". Below the header is a navigation menu with links for "Publications", "Continuing Education", "Issues and Advocacy", "Awards", "Events", "Member Resources", and "Links". The date "Wednesday, September 2, 2009" is shown in the top right corner. The main content area is titled "Advocacy" and lists several resource categories with links to download PDFs or view more information.

FLA Florida Library Association
Leadership. Advocacy. Communication.

Publications Continuing Education Issues and Advocacy Awards Events Member Resources Links

Wednesday, September 2, 2009

Advocacy

- **National and State Legislative Information and Alerts**
 - [See the list](#)
 - [Resources on national issues from American Library Association](#)
- **How Florida Libraries Transform Lives**
 - [Download the pdf](#)
- **FLA 2010 Legislative Platform**
 - [Download the pdf](#)
- **FLA 2009 Legislative Platform**
 - [Download the Legislative Platform \(pdf\)](#)
 - [Ranked list of public library construction grant applications to be considered by the 2009 Florida Legislature \(pdf\)](#)
 - [State Aid 2009-10 Estimates with \\$21,253,978 Appropriation Compared with 2008-09 Final Grants \(pdf\)](#)
- **2009 FLA Library Days at the Legislature - March 10 - 11, 2009**
 - [More information](#)
- **2009 Legislative Advocacy Fundraising Campaign**
 - [Honor Roll information](#)
- **Early Voting Sites - Survey of Participating Libraries**
 - [Download the survey results \(pdf\)](#)
- **Report on 2008 FLA Legislative Platform**
 - [Download the report \(pdf\)](#)

Internet | Protected Mode: On 100%

Tip #3 Don't leave the political stove unattended

FLA's advocacy partners

- ▶ Professionals – Chris Lyon, FLA and Dale Patchett, MLCs
- ▶ State Library & Archives of Florida
- ▶ ALA Washington Office
- ▶ Libraries and library organizations including MLCs
- ▶ Related organizations, e.g. Florida Association of Counties
- ▶ Friends of Library groups
- ▶ Individuals – library staff, supporters and their circles of contacts



Tip #4 If the political pot starts to boil over – get help

- ▶ Enlist the help of others
- ▶ Call on your circle of contacts
- ▶ Maximize your efforts



Tip #5 Remember to finish the job– say thanks!

- ▶ If you have helped as an advocacy in any way – Thank You!
- ▶ If you asked others to help – thank them!
 - ▶ Legislators
 - ▶ Elected officials
 - ▶ Library Friends and supporters
 - ▶ Community groups
 - ▶ Friends, neighbors and family



What we're trying to accomplish

- Build on successful defense of State Aid funding
- Expand network of citizen advocates and partners
- Support the library brand
- Keep positive stories in the media
- Win hearts, minds and funding



Baker's Dozen for Advocates

1. Your library transforms lives – find examples
2. Be prepared with the facts
3. Build relationships at every opportunity
4. Promote libraries (library, library, library)
5. Find common ground
6. Keep the message positive
7. Show up early



Baker's Dozen for Advocates (cont'd)

8. Show up often
9. Remember to be nice
10. Participate in FLA's Library Day
11. Thank everyone personally and in writing
12. Thank people publicly, too
13. Hang in there!



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Happy Advocating!

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