LIBRARY ADVOCACY IN A FLASH

MLA+ITEM LegWork Committee

2018 Minnesota Library Association Conference
THE LINEUP

- Ann Walker Smalley—Introduction & Information Sources
- Sam Walseth--What Does a Lobbyist Do
- Sara Ring--Virtual Legislative Week
- Ann Hokanson--Building Local Government Support
- Jami Trenam--National Leg Day
- Hannah Buckland--National Policy Corps
INTRODUCTION
ANN WALKER SMALLEY

Goal: Everyone does something to advocate for libraries!
WHAT DOES ADVOCACY DO?

- Makes the case about the value of all types of libraries
- Builds community support for libraries
- Keeps us in front of funders, users, others
- Avoids a crisis because no one knows your value

As an advocate, your goal is to get people to agree with you.
WE KNOW IT CAN BE SCARY!

- Talking to people we see on the news
  - What if they ask a question?
  - What if they say they don't like libraries?
  - What if I forget my name?

- About things we may not really understand
  - RLBSS
  - Mulitypes
  - Bonding
  - RLTA
  - Minitex/MnLink/ELM
  - LSTA
  - IMLS
ADVOCACY IS STORYTELLING

- If you want to get people to engage, you first have to get their interest.
- Get their interest through telling great stories.
- Help them empathize with our cause.

- Ends with The Ask—how can the listener show support for your cause?
  - Support a bill? Call someone on your behalf? Attend a program?
As storytellers, our goal is to connect with our listeners so they can empathize with our issues and start to understand how libraries transform.

And then agree with you.
FINDING THE BACKGROUND & DOCUMENTS

https://sites.google.com/view/minnesotalibraryadvocacy/home
This is your *new* source for updates on Minnesota library legislative activities. This newsletter is the way MLA & ITEM members will receive legislative updates from Sam Walseth of Capitol Hill Associates. Capitol Hill Associates is the lobbying firm representing MLA, ITEM, the multicounty multitype library systems, & the regional public library systems at the Minnesota Legislature.
Sam Walseth, Capitol Hill Associations

Online via Zoom
Everyone welcome to participate
What’s happened at the Capitol
What is expected
Questions about the activities
• Informational Presentations
• Meet other people
• Share ideas
• Platform development
• Everyone welcome
Sara Ring
@arasmn

Great #mnliblegday everyone, and thanks for all the #mnlibrariestransform tweets! Now this introvert is going to take a nap.

6:03 PM - Mar 6, 2018
THESE TOOLS CAN GIVE YOU THE INFORMATION YOU NEED TO ADVOCATE IN ANY VENUE.
Legislative Process

What does Sam Do
PARTICIPATE IN LIBRARY LEGISLATIVE WEEK FROM WHERE YOU ARE!
BECAUSE NOT EVERYONE CAN TRAVEL TO THE CAPITOL IN FEBRUARY.
Virtual Library Legislative Week

February 25-March 1, 2019

#MnLibrariesTransform #MNLibLegDay

Please register your participation.

We understand not everyone can spend the day in St Paul--somebody has to keep the libraries open! Virtual Library Legislative Week makes it possible for everyone to participate in advocating for libraries.

Select “Register” above to let us know how you will support libraries during Virtual Library Legislative Week. Below are some options for contacting your Minnesota Legislators virtually. More information will be sent out the week before the event.

- Call Scripts
- Letter/Email Templates

Minnesota Library Advocacy Using Social Media

Contact your Representative or Senator through social media to ask them to support Minnesota Libraries. Or, use some of the resources below to show your support and promote the value of Minnesota libraries to your friends, family, and colleagues.

- Twitter Tips and Sample Tweets
  - View a list of Minnesota Legislator Twitter handles and other contact information
  - How to Schedule Tweets Using Tweetdeck
- Add a Custom Frame to Your Facebook Profile
- Share Photos on Instagram
- Create a unique Minnesota Libraries Transform Because poster and display it at your library
Dear [INSERT SENATOR OR REPRESENTATIVE NAME]:

[WHO ARE YOU AND WHY YOU SUPPORT LIBRARIES]
I live in your district and I ask that you support an increase in basic library funding [HF 1392 or SF 1033, DEPENDING ON WHETHER YOU ARE WRITING YOUR REPRESENTATIVE OR SENATOR].

[WHY SHOULD THEY SUPPORT AN INCREASE IN BASIC FUNDING FOR ALL LIBRARY SYSTEMS. ALTERNATIVELY, YOU COULD SHARE A BRIEF STORY ABOUT HOW YOUR LIBRARY IMPACTS YOU, OR IF YOU ARE A LIBRARY STAFF MEMBER, PICK ONE OF THE TALKING POINTS.]

Minnesota faces a series of challenges affecting future economic health, including a statewide educational achievement gap between white students and students of color, an increase in the number of jobs requiring at least a high school diploma, and an aging population. These are challenges that Minnesota's libraries are uniquely positioned to address and solve. To name a few, in the last year, Minnesota public libraries offered free story time programs to develop pre-literacy skills, summer reading programs to help student retain literacy skills over the summer, hosted over 69,000 public events and offered public meeting spaces for community organizations and groups, and implemented the principles of the State Library Services ConnectED program to link students, staff, and faculty in school districts with public library resources.
Call Scripts

Call Script Template

Plan to call your Legislator to ask for their support of Minnesota libraries? Here's a template to use as a starting point.

Note: The following template uses just one key message from the MLA/ITEM 2018 platform, support for basic funding for all library systems. View the 2018 key messages, and choose one or more to highlight.

Hello, my name is _______________. As a voter in your district, I’m calling to ask the [NAME OF Senator/Representative] to support an increase in funding for library systems [INSERT BILL NUMBER: HF 1382 or SF 1033, DEPENDING ON WHO YOU ARE CALLING, YOUR REPRESENTATIVE OR SENATOR].

[PICK A FACT FROM THE STATE LIBRARY or one of the MLA/ITEM PLATFORM TALKING POINTS] Seven out of ten Minnesotans have library cards. They use libraries for Internet access, to find and apply for a job, for taking classes to learn a new skill, and as a trusted source of information, just to name a few. Library use continues to increase in Minnesota, yet there has not been an increase in basic library funding since 2009.

[SHARE A SPECIFIC STORY ABOUT HOW YOUR LIBRARY MAKES A DIFFERENCE IN YOUR LIFE, OR IF YOU ARE A LIBRARY STAFF PERSON, SHARE A STORY ABOUT HOW LIBRARIES/LIBRARY SYSTEM MAKE A DIFFERENCE IN YOUR COMMUNITY].

[SUMMARY AND CONCLUSION]

Minnesota libraries transform; they strengthen our local economy, create healthier communities, are a place for lifelong learning, and provide equal access to all. Please support them, and [HF 1382 or SF 1033, DEPENDING ON WHO YOU ARE CALLING, YOUR REPRESENTATIVE OR SENATOR].

Thank you for your time.
Use Social Media

Value Tweets

Library access = opportunity:
Minnesotans opened 7 million Internet sessions in public libraries in 2016
#MnLibrariesTransform #MNLliLibLegDay

MN public libraries offer lifelong learning
with > 69,000 programs in 2016,
homework assistance, and summer
reading programs for children
#MnLibrariesTransform #MNLliLibLegDay
Custom Because Posters

BECAUSE A GOOD BOOK CAN SALVAGE A BAD FISHING TRIP.

ANN HOKANSON

BECAUSE CHECKING OUT THE LATEST JUICY CELEBRITY TELL-ALL IS THE REAL HOT DISH.

VIOLET FOX

BECAUSE THERE ARE 10,000 OPPORTUNITIES FOR LAKESIDE READING.

LAUREN KEWLEY
Create Your Own!

**BECAUSE**

BECAUSE EVERY MN STUDENT DESERVES TO BE A FUTURE READY, INFORMATION LITERATE, DIGITALLY FLUENT CITIZEN.

BECAUSE WE HELP LIBRARIES DO TOGETHER WHAT THEY CAN'T DO ALONE

BECAUSE STATEWIDE SYSTEMS MAKE LOCAL LIBRARIES STRONGER

BECAUSE THE MINNESOTA LIBRARY ASSOCIATION ENSURES A FUTURE WITH LIBRARIES
“If we don’t hear anything, we’re going to assume there isn’t a problem.”

–Jack Kolars, Nicollet County Commissioner
ENDORSEMENTS

- Ask
- Thank
- Use
- Report back

TdlC Board
Blue Earth County Commissioners
Brown County Commissioners
Brown County Library Board
City of New Ulm
Dyckman Library Board
Hanska City Council
Hanska Community Fundraising Committee
Hanska Community Library Board
New Ulm Public Library Board
Springfield City Council
Springfield Public Library Board
Faribault County Commissioners
Faribault County Library Board
Muir Library Board (Winnebago)
Winnebago City Council
Le Sueur County Commissioners
Waseca Le Sueur Library Board
Waseca Le Sueur Library Board
Martin County Commissioners
Martin County Library Board
Nicollet County Board of Commissioners
Saint Peter Library Advisory Board
Waseca County Commissioners
Waseca Le Sueur Library Board
NEWS COVERAGE

Town Talk: TdS Library Cooperative supports local libraries

Editor’s Note: The City of New Ulm presents a weekly column highlighting activities in different departments in the city government. Once a month the city will answer questions from readers. Questions on New Ulm city issues can be sent to comments@ci.new-ulm.mn.us.

One of the reasons New Ulm Public Library is able to offer a variety of services to the community is because it is a member of the Traverse des Sioux (TDS) Library Cooperative, a nine-county regional library system based in Mankato. TDS promotes cooperation, provides support services, and coordinates shared access to resources, programs, and technologies for member libraries.


TAKING THE SHOW ON THE ROAD
Cultivate connections & get stakeholders into the library!
ALA NATIONAL POLICY CORPS

HANNAH BUCKLAND
WHAT IS POLICY CORPS?

- ALA initiative housed in the Washington Office
- Three year-long cohorts from 2018 – 2020
- Goals:
  - Develop policy experts who can support the ALA Washington Office
  - Foster long-term engagement of mid-career library workers
2018 COHORT

- 12 members from 11 states
- Public, academic, school, and tribal libraries plus professional organizations
- Rural and urban communities
IN-PERSON WORKSHOPS

- March 7 – 9 and May 6 – 9 in DC
- Half-day meetings at ALA Midwinter and Annual
- Topics: federal budget processes; net neutrality; E-Rate; LSTA; persuasive communication; working with the media
IN-PERSON WORKSHOPS

- Field trips
  - National Library Legislative Day
  - ALA Washington Office partners
  - Newseum
- Really good food
- Camaraderie!
ADDITIONAL TRAINING

- Monthly webinars
  - Copyright
  - Privacy
  - Access to government information
  - Preparing for National Library Legislative Day

- Individual coaching

- Research
FUTURE OPPORTUNITIES

- Specializing in policy areas (e.g. broadband)
- Writing and speaking opportunities
- Long-term involvement with ALA policy initiatives
Applications for the 2019 cohort will open soon

Requirements:
- ALA membership
- “Mid-career” (5+ years experience)

Two-part process:
- Quite a bit of writing
- A little bit of talking

Happy to answer questions, give feedback, etc.: hbuckland@hclib.org
MINNESOTA LIBRARIES
TRANSFORM®

Contact: LegWorkMLA@gmail.com
WANT TO BE MORE INVOLVED?

Join the LegWork Committee!

LegWorkMLA@gmail.com