

Campaign for America's Libraries
Item #9

Develop a campaign that represents and is useful to all types of libraries;

Create tools, resources and materials that could be utilized by all types of libraries;

Provide an opportunity to share public relations/marketing/advocacy best practices within the library community

The success of the campaign in achieving all of these objectives would, in turn, drive *long-term* success in other critical areas, including:

- Increased library usage;
- Positive professional recruitment impact;
- Stronger commitment to funding; and
- More receptive public policy environment.

In ALA's new strategic plan, ALA Ahead to 2010, "Advocacy/Value of the Profession" has been identified as Goal Area I with the goal statement of "ALA and its members will be leading advocates for the value of libraries and librarians."

Campaign Participation

As of January 2005, the ALA Public Information Office estimates that the campaign has been used by over 20,000 academic, school, public and special libraries and has reached the millions of people they serve. The estimate is based on reports and feedback received from individual libraries, as well as state library agencies and ALA Chapters.

To date, nearly 40 ALA Chapters and 20 state libraries have participated in the campaign through statewide summer reading programs, statewide public awareness campaigns, grassroots advocacy, legislative outreach, special programs and events. More than \$500,000 in LSTA funding has been expended for these statewide campaigns.

ALA divisions representing academic, school and public libraries have created their own campaigns geared toward their members' needs and interests. This includes ACRL, AASL, PLA and ALSC.

In response to member requests and ALA Council approval, the campaign is working with the Office for Literacy and Outreach Services on a new advocacy campaign regarding the value of rural school, tribal, native and public libraries. Also working on the project will be the Association of Bookmobile & Outreach Services and the Association of Rural & Small Libraries.

28 countries and the Caribbean Islands are involved in the campaign due to a partnership with IFLA. Those countries include Argentina, Armenia, Australia, Azerbaijan, Belarus, Brazil, Bulgaria, Canada (seven provinces), El Salvador, Georgia, Greece, Iceland, Ireland,

Italy, Japan, Korea, Kazakhstan, Mexico, Moldova, Nepal, Nigeria, Norway, Portugal, Serbia, Singapore, Turkey, Uruguay and Venezuela.

Since the inception of the campaign, nearly 100 advocacy trainings specific to the @ your library campaign have taken place across the country, with approximately 5000 librarians participating. Dozens more trainings have focused on general advocacy.

The campaign discussion list has more than 1,000 subscribers who get updates and share ideas on advocacy, marketing and public relations. The Website averages 24,000 page views per month.

Development of Tools and Resources to Support Academic, School and Public Libraries

Over 30,000 @ your library toolkits have been distributed through ALA's divisions to date; new campaign Websites have been created; several new electronic discussion lists have been set up to share best practices among division members; and strategic marketing, train-the-trainer and/or advocacy training has been developed by each division.

A Campaign to Save America's Libraries initiative is providing libraries with resources and materials to fight budget cuts and address the funding crisis facing many libraries across the country. This includes a comprehensive toolkit, video, television PSA and funding Website.

Working with ALA's Library Advocacy Now Network, the campaign is supporting association-wide advocacy efforts with new tools, materials and training, including the first Advocacy Institute, which was attended by 275 people during the ALA Midwinter Meeting in Boston.

The campaign has been working with ALA Graphics to develop new promotional materials that promote libraries and literacy. The @ your library brand, for example, has been integrated into 30 new READ posters since the launch of the campaign in 2001.

Messaging About the Value of Libraries, Librarians and Library Workers

The ALA Public Information Office has achieved hundreds of millions of impressions with campaign messages through national media relations activity, the placement of public service announcements and campaign partnerships. Campaign messages are incorporated into ALA's media relations efforts at all possible opportunities. From NBC Nightly News to the Today Show, to National Public Radio toiofo

well as through the ABC Television Network. ALA-produced PSAs featuring George Lopez, spokesperson for PLA's Smartest Card Campaign, were included along with the most recent package of ABC spots. The PSAs are worth millions of dollars.

focused on public libraries as dynamic and changing for the better and being places of opportunity – two of the campaign’s key messages.

In 2003, Jennifer Sosin, President, KRC Research, met with the ALA Executive Board to develop a plan for benchmarking the campaign with ALA members and other users of the campaign’s messages and materials. She noted that “in public awareness and education campaigns, impact among targeted audiences flows in three distinct phases: 1) Increased awareness; 2) Shifts in attitudes; and 3) Desired changes in behavior.... This [first] phase is when the impact of a campaign first becomes apparent, with many campaigns seeing increases in awareness among key audiences the first couple of years.... Changing attitudes and behaviors are much longer-term goals – taking anywhere from a few years to 10 to 20 years (depending on the resources devoted to the campaign, the targeted audiences, and outside factors).”

In the next year, the Campaign will be working with ALA divisions to assess the reach and impact of their @ your library initiatives. Over the next 12 months, there also will be another member survey conducted to evaluate awareness and assessment of the value of the campaign to academic, school and public libraries.

Next Steps

On April 4, 2005, a member group met with ALA staff to begin planning for the next five year of The Campaign for America’s Libraries. This group included Sally Reed, Chair, ALA Public Awareness Committee; Patricia Glass-Schuman, Chair, Library Advocacy Now! Subcommittee and a past president of ALA; John W. Berry, Chair, International Relations Committee and a past president of ALA; Clara Bohrer, President, Public Library Association; Veronda Pitchford, member, Library Advocacy Now! Subcommittee; and Lisa Wolfe, President, L. Wolfe Communications.

The group agreed to reconvene in the fall. To obtain additional input on future Campaign goals and activities, the group decided to collect feedback through the following:

- Meeting with Unit Managers in late April;
- Discussion with the Executive Board at the Spring 2005 Board Meeting;
- Open hearing at the ALA Annual Conference in June;
- Discussion at the Fall Joint Board/Division Leadership Meeting;
- New Website to collect comments and feedback from members across the Association; information will be collected in a database.

Based on this information, campaign goals for the next phase will go to the Board in Fall 2005. Currently, second phase campaign “kickoff” activities are scheduled to begin during National Library Week 2006.