

**Board of Directors Meeting
ALA Midwinter Meeting
January 23-28, Denver**

Topic: YALSA’s Role in Advocating

Background: The 2008 member survey indicated that the most important thing YALSA does is advocate for library services to teens. Advocacy is also one of YALSA’s five goals in the new strategic plan. With the nation in a recession, advocacy efforts become even more important. The Board may want to discuss current and future advocacy efforts and ways that YALSA might connect with ALA advocacy activities and resources. Marci Merola, Director of ALA’s Office for Library Advocacy, and Emily Sheketoff, Director of ALA’s Washington Office, will be visiting with the Board on-site to join the discussion.

Action Required: Discussion

Existing YALSA Advocacy Efforts

- Participate annually in National Library Legislative Day
- Created an advocacy toolkit
- Created three white papers on various teen services topic

Upcoming YALSA Advocacy Efforts

- Create and disseminate canned presentation on advocacy for us at local, state and regional events
- Creating an additional white paper on the importance of YA services in the LIS curricula

Possible YALSA Advocacy Efforts

- Have the Board adopt an annual legislative agenda
- Create an e-course on advocating for teen services
- Advocacy issue of YALS

Advocacy Goal in Strategic Plan:

Goal Area 1: Advocacy

Teen services within all libraries is highly valued as a result of YALSA’s advocacy initiatives.

Objective (1): Increase the ability of YALSA members and library workers to advocate for teen library services.

Strategies:

- § Disseminate advocacy toolkit. (H)

- Š Train members to be advocates for teen services (M)
- Š Create and refine updated talking points for members to use when advocating for quality teen services. (L)

Objective (2): Increase the community's understanding of the benefits of a strong teen library services program.

Strategies:

- Š Develop and disseminate materials for members and library workers to use to articulate ROI. (H)

Objective (3): Increase library institution support for teen library services.

Strategies:

- Š Communicate to library schools the need for updated and expanded course offerings on young adult services. (M)
- Š Communicate to State and Regional Library organizations the need for expanded library services within individual libraries and library systems. (L)

Objective (4): Increase YALSA’s ability to influence library decision-makers.

Strategies:

- Š Develop relationships with appropriate organizations to reach library decision makers in an effort to raise awareness of YALSA and its mission. (H)