



## **SLA 2019 Annual Conference**

June 14 – June 18, 2019

Huntington Convention Center of Cleveland

Cleveland, Ohio, USA

[www.sla.org](http://www.sla.org)

**#SLA2019 #SLArocks #AlwaysSLA**



# Advocate With Impact: The Value of Advocacy for SLA members

SLA Public Policy Advisory Council

Jim Miller

Kendra K. Levine



# Agenda

About the Public Policy Advisory Council

Public Policy and Advocacy Survey to Members

Issues of Concern for Information Professionals

An Introduction to Advocacy

# About the SLA Public Policy Advisory Council

**The mission of the Public Policy Advisory Council is to:**

Provide a reference resource informing the SLA community of relevant public policy initiatives that may affect the library and information communities.

Advance informed decisions and statements on public policy issues so that information professionals may advocate on behalf of their communities.

Strengthen SLA advocacy efforts and enhance SLA social media efforts to reach a broader audience.



## **The Public Policy Advisory Council will:**

- Establish criteria on public policy issues to follow that impact the field of information/knowledge management and information professionals.
- Establish a clear mission and scope specifically focusing on issues impacting SLA and its members vs. the profession at large.
- Track and report on public policy issues impacting SLA members and information professionals via SLA communication platforms.
- Advise the association's leadership (including the CEO and senior staff) on importance of issues.

- Collaborate with units to ensure information is disseminated, promoted and used.
- Develop a clear mission and scope especially regarding internal (members) vs. external communication on public policy issues
- Establish goals regarding the type of policy to be tracked and reported
- Define a timeframe for releasing statements on policy issues that directly affect SLA members.



# Membership Survey

To be launched Fall 2019

We want to hear your views

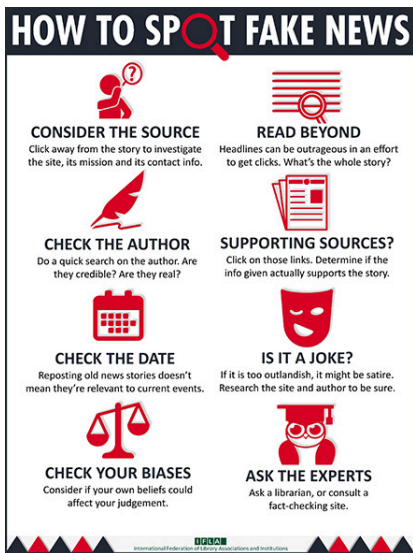
In collaboration with Diversity, Inclusion, Community, Equality caucus





# How important are these public policy issues to you?

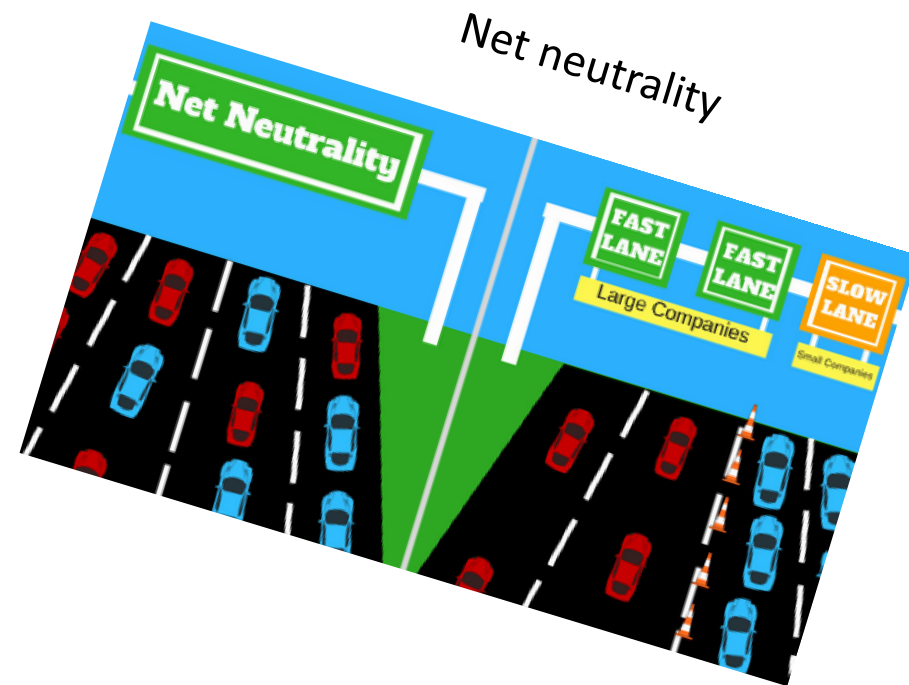
Fake news



Access to broadband

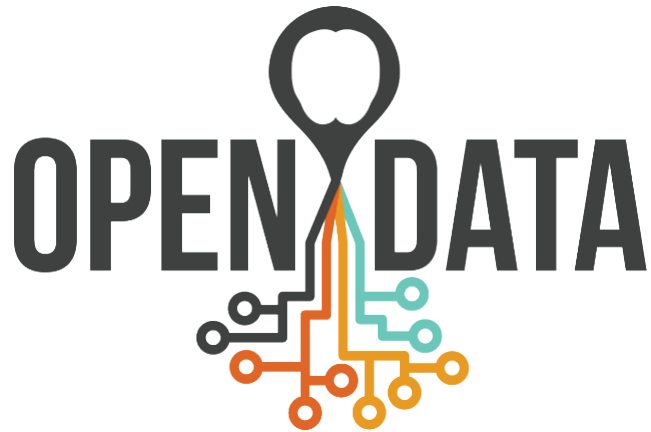


Copyright





What other political issues do you believe will impact our field in 2-5 years?



How likely are you to promote/campaign for/defend public policy issues that impact your profession/position?



**Protest letter**

Read this letter from the *Letters to the Editor* section of a local newspaper, then answer, in complete sentences, the following questions.

Sir,

I wish to protest, on behalf of the B.B.G. (Barnum Bypass Group), about the proposed building of a road through Barnum Wood, which was reported in last Friday's *Dominion Express*.

The loss to the public of this local beauty spot and the damage to the wildlife that depends upon it would be huge. The wood has been allowed to grow and flourish, largely undisturbed by man, for almost one thousand years. Surely we, as local guardians of the environment, cannot allow the road builders to destroy this precious piece of our natural history?

Yours faithfully,  
M. Barnum

Who was this letter written?

In which paragraphs does the writer give reasons for his protest? What are his reasons?

Why does the writer send you?

Do you think this letter has? If no, why not?

© David Skinner



# Net Neutrality

Network neutrality is the principle that internet service providers should treat all data equally and should not discriminate or provide preference to any data regardless of its source, content, or destination.

Net neutrality is essential for libraries to meet our public mission and is an expression of our professional values. America's libraries collect, create, and disseminate essential information to the public over the internet.



# Broadband

Nearly 33 million U.S. households do not use the internet at home, and nearly twice that number of people in the U.S. have low levels of digital readiness.

Digital opportunity gaps disproportionately impact low-income families, rural and tribal communities, Blacks, Latinos, and people with disabilities. The leading reasons for these gaps are lack of access and affordability, which leads to a lack of digital literacy.

Affordable, high-capacity broadband internet access is critical to the mission and operation of every modern library. Broadband in library facilities is used by patrons to access digital collections, e-government services, and legal information, distance learning, telemedicine, and many other essential community services.

# Copyright

It is impossible to honor professional cores values of librarians—first amendment, equity of access, and inclusion—without copyright law. Without it, libraries would be unable to loan books, preserve content, and exercise fair use.

Libraries have a privileged position in the law with individual exceptions that apply only to non-profit libraries and archives.

Congress recognized that libraries are sites of learning, where protected content will be continually available, distributed, used, and preserved to further knowledge, fostering the Constitutional purpose of the law “to advance the progress of science and the useful arts” to benefit the public.



# Fake News

Libraries have an institutional and ethical commitment to help users access reliable and authentic information. This role is as important as ever in an era when “fake news” is a seemingly growing phenomenon.

At the individual level, active library efforts to build relevant media and information literacy can also help support citizens to evaluate critically the credibility and appropriateness of information sources.





# What is Advocacy?

Advocacy is a political process by an individual or a large group which normally aims to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions; it may be motivated from moral, ethical or faith principles or simply to protect an asset of interest.

Policy generally refers to 'social' policy. Policy advocacy usually seeks to engage various sectors of the government which includes: public servants, bureaucrats, political appointees, elected officials and legislators.



An advocate is defined as someone who publicly supports, champions, or recommends a particular cause, organization, or policy.

**Do you advocate for causes or issues you are passionate about?**

# The Need for Advocacy

Increase awareness of the value you add

Increase government funding for your initiatives/projects

Demonstrate your expertise in informing policy decisions

Introduction of new methods or processes

## Successful Strategies

Partnerships – show leverage

Show connection to government priorities

Should be win-win

Show opportunity cost of not doing it

# Successful Strategies

Have a Plan

Need a focussed ask

Do your research

Know the right person to talk to



## Some Ideas of What You Can Do

Educate yourself - visiting web sites, attending events, reading articles, etc.

Attend an event

Write a blog or editorial

Volunteer

Post or share updates on social media

Donate money

Sign a petition addressed to a government or business leader

Visibly promote via clothing or stickers, etc.



# Getting your message in front of politicians

Think local – Get your politicians working for you

Connect your message with government message in newsletters  
– send a copy to politician.

Events – Opportunity for both you and elected official to  
get media coverage



# Environmental scanning/monitoring

Environmental monitoring allows organizations to use information strategically to adapt to external change and to foster internal growth. This model examines how people and groups within organizations use information to create an identity and a shared context for action and reflection; to develop new knowledge and new capabilities

Awareness can easily be achieved by environmental monitoring and regularly meeting with government officials to understand “what they are working on”. Advocacy is as much a listening and learning exercise as it is a speaking and teaching exercise

## SLA Public Policy Advisory Council





Look for the SLA PPAC Connect Community...coming soon!

