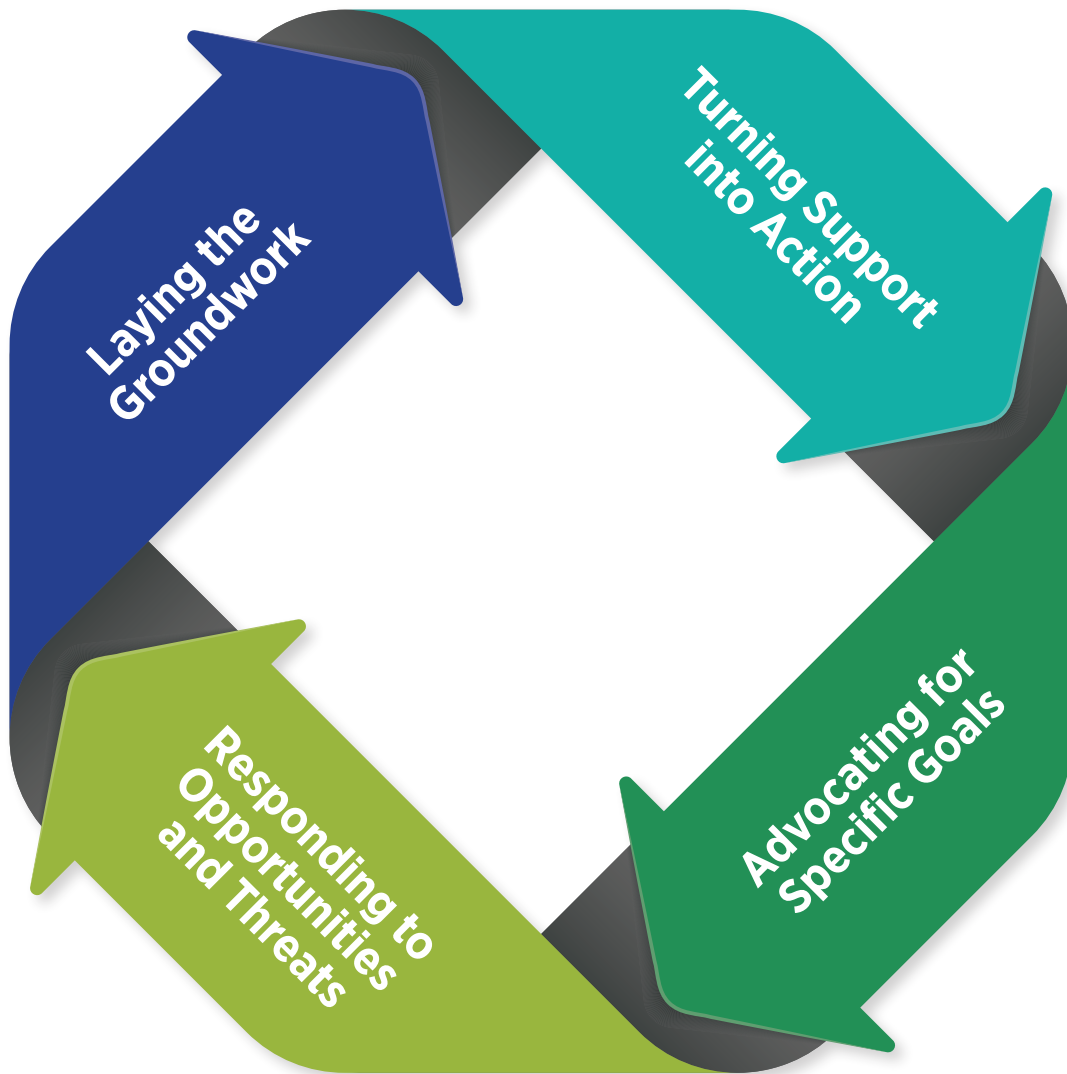


The Advocacy Continuum

Overview



Laying the Groundwork

Community Engagement
Public Awareness
Center for the Future of Libraries
Research and Data on the Value of Libraries
Impact Measures

Turning Support into Action

Training
Resources
Peer-to-Peer Support Networks

Advocating for Specific Goals

Federal Legislation
State Funding
Local Initiatives
International Issues

Responding to Opportunities and Threats

Online Action Networks
Fighting Budget, Censorship and Legislative Challenges
Individual Consulting

The Advocacy Continuum

Program Portfolio *DRAFT*

Laying the Groundwork	Turning Support into Action	Advocating for Specific Goals	Responding to Opportunities and Threats
<p>Implement the Libraries Transforming Communities community engagement initiative</p> <p>Establish the Center for the Future of Libraries</p> <p>Promote ALA's public awareness campaign, the Campaign for America's Libraries</p> <p>Promote the value of libraries through the Declaration for the Right to Libraries and other national initiatives</p> <p>Promote the value of school libraries through the School Library Action Plan</p> <p>Publish a website for the public, www.ilovelibraries.org</p> <p>Foster research that documents the value and impact of all libraries</p> <p>Prepare and publish the State of America's Libraries report</p>	<p>Bring renewed energy to the promotion of libraries and librarians</p> <p>Develop and promote new resources for Advocacy University</p> <p>Provide virtual and in-person advocacy training sessions</p> <p>Develop peer-to-peer support networks</p> <p>Provide an opportunity to share public relations, marketing and best practices within the library community</p> <p>Work with member committees on association-wide advocacy efforts</p>	<p>Mobilize, support, and sustain grassroots advocacy for libraries and library services at the local, state, federal, and international levels</p> <p>Track proposed legislation to identify issues that will have an impact on the well-being of libraries</p> <p>Promote legislation that preserves and promotes fundamental library values</p> <p>Collaborate with other organizations to advance library goals</p> <p>Through the Library Copyright Alliance, develop proposals to amend national and international copyright law and policy for the digital environment</p> <p>Coordinate and train librarians to participate in E-rate</p>	<p>Provide advocacy software that increases the capabilities of members and the public to advocate through ALA and chapters at the state and federal levels</p> <p>Provide support to libraries facing challenges to the first amendment rights of library users</p> <p>Provide consultancy services to support the efforts of advocates and libraries in crisis</p> <p>Communicating clearly and strongly why libraries are both unique and valuable</p> <p>Increase awareness and support for libraries by increasing the visibility of libraries in a positive context</p>