

The Advocacy Taskforce is finalizing its work and would like to either update on progress or recommend the below actions.

Changes already made:

Janet Webster made a recommendation to move advocacy into the formal structure of Library Development and Legislative Committee (LDLC). The board has already approved changes to the LDLC charter that reflect this.

Recommended actions for OLA Board consideration:

- **The Advocacy Taskforce recommends that advocacy be formally included in each unit's annual planning as well as each unit's annual report**
 - **Annual Planning = All OLA units submit a short form with the advocacy goals, perhaps including the advocacy continuum for reference. Incoming OLA President, Jane Corry, plans on including this piece in this summer's OLA Retreat.**
 - **Annual Reporting = Using the template used for annual reports, create a section in which divisions, roundtables and groups are prompted to describe their advocacy activities during the past year, along with the other elements listed in OLA's mission statement: education, leadership, and collaboration (see sample annual report, p. 2 of this document).**
- **Collaborate with the Communications Committee to publicize advocacy work being done by OLA units and members (e.g., feature 1-2 units each month; each unit sends out an overview with faces and stories attached via listservs and social media)**
- **Work with Communications Committee on getting an "idea form" on the OLA website, as a way to appropriately solicit ideas from OLA members. Once the form is online, we can point to it and let members know that OLA is interested in ideas for [advocating] around themes such as early literacy, for example. The form would be a communication tool, however, we can include prompts such as "how can OLA help?" "How can OLA support your project?" or "tell us about something cool you are doing that you would like other libraries to join in?" and other ideas.**

Modified Annual Report for all OLA units:

OLA Annual Reports 2014-2015
Divisions, Committees, Round Tables, Special Assignments

OLA Unit:

Name:

Email:

Division, RT, Committee, Board Members:

Overall Goals & Responsibilities:

Objectives and activities for the current year:

Progress on goals and objectives:

Goals for 2015-16:

Advocacy (see attached *Advocacy Continuum* for guidance)

Education

Leadership

Collaboration

Comments: