

What to Know Before You Go Preparing for ALA's Legislative Day

The screenshot shows the ALA website's page for the National Library Legislative Day (NLLD) 2012. The page features a navigation menu with links for Committees, Divisions, Offices, Publications, Related, and Round Tables. The main content area is titled "National Library Legislative Day (NLLD) 2012" and includes a photograph of a woman speaking at a microphone. To the right of the photo, there is a "District Dispatch" section with a "Subscribe to receive the latest news from our office" link, an "ALA Washington Office on Flickr" section with a "View our photostream" link, an "Issues & Advocacy: How to Get Involved" section with a "Get involved" link, a "Legislative Action Center (LAC)" section with a "Take action" link, and a "Libraries and the PATRIOT Act" section with a "Click here to find out" link. Below the photo, there is a text block stating "The 2012 National Library Legislative Day is quickly approaching. The event will be held on April 23 & 24 at the [Lisson Hotel](#) in Washington, D.C." followed by a list of links: Register, Promote NLLD 2012 (pdf), Funding opportunity (WHCLIST), Funding opportunity (ACRL), ALA Legislative Scorecards, and Briefing Day Schedule (pdf). At the bottom, there is an "Issue Briefs" section with links for Additional issues (pdf), ESEA (pdf), Government information (pdf), and Key Issues (pdf).

Ted Wegner, ALA Washington Office
Stephanie Vance, Advocacy Guru

Topics

- About the Online Program
- Factors that Influence
- What to Know Before You Go
- Your Action Steps

About this Online Session

- Muting
- Questions
- Toolbar
- Follow-up Materials
- Recording

PPT and Recording WILL be available after this session. URL will be sent AFTER the training.

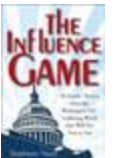
Who's Speaking?

Stephanie Vance (nicely airbrushed)



- Former DC Staff Director for Rep. Blumenauer
- Former Lobbyist National Public Radio
- Author 4 books on Advocacy
- Fifth book coming out June, 2012!

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National Library Legislative Day Overall Agenda

National Library Legislative Day – Briefing Monday, April 23, 2012

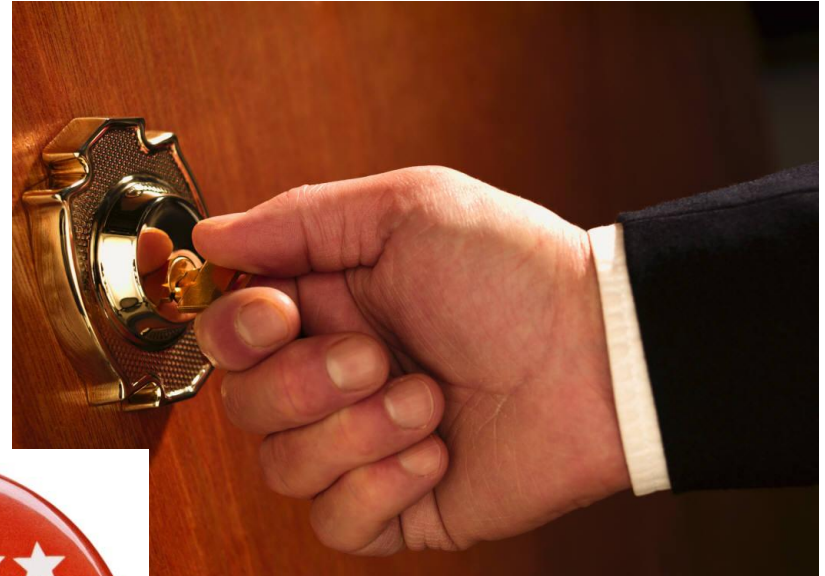
Sponsored by:

American Library Association
Chief Officers of State Library Agencies
District of Columbia Library Association

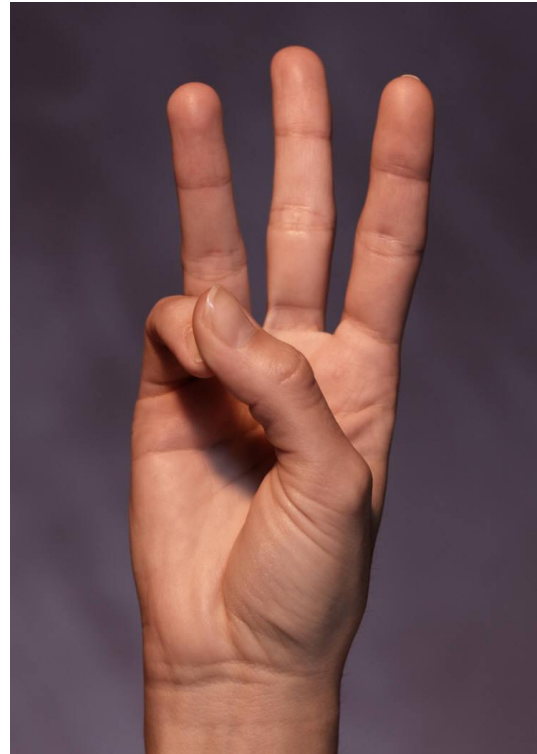
Where: The Liaison Capitol Hill
415 New Jersey Ave. NW
Washington, D.C. 20001
Phone: (202) 638-1616

Description: This is a crucial time to remind our elected officials why libraries are so important. This full day of issue briefings will prepare participants for Congressional visits by giving them the necessary information and key messages.

What's Happening Generally with the 112th Congress?



Three things you need to do to get ready



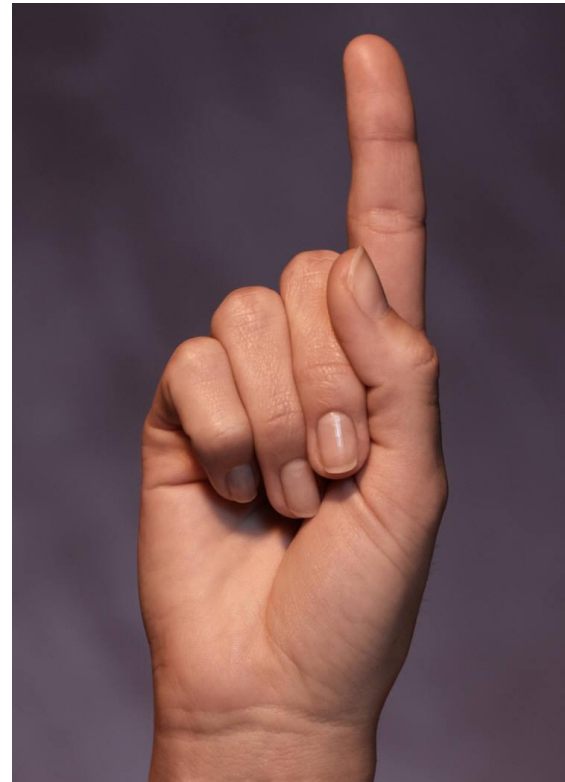
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Number One: Learn About Your Legislators

Use the [ALA Action Center](#) to look-up and learn about your elected officials.

- Find out their key interests
- Find out which Committees they serve on

Follow them on social media



Homework Assignment #1

Find out who represents you and learn about them:

- Identify YOUR legislators
- Visit their individual websites at
 - www.house.gov or www.senate.gov
- [Check the ALA Legislative Score Cards](#)
- Sign up for their e-newsletters
- Connect via social media (“Like” their Facebook pages, follow them on Twitter and check out their YouTube channels)

Number Two: Prepare YOUR Story, Facts and Figures



- Create a one-pager that tells the story in YOUR area
 - Economic Benefits
 - School Partnerships
 - Special Outreach
 - **Funding / Resources – Your Connection to the Federal Partnership**
 - LSTA Example
 - Other Benefits to the Community

Homework Assignment #2

Develop your story
Look at the [One-Pager](#) Template
Let's Put One Together!

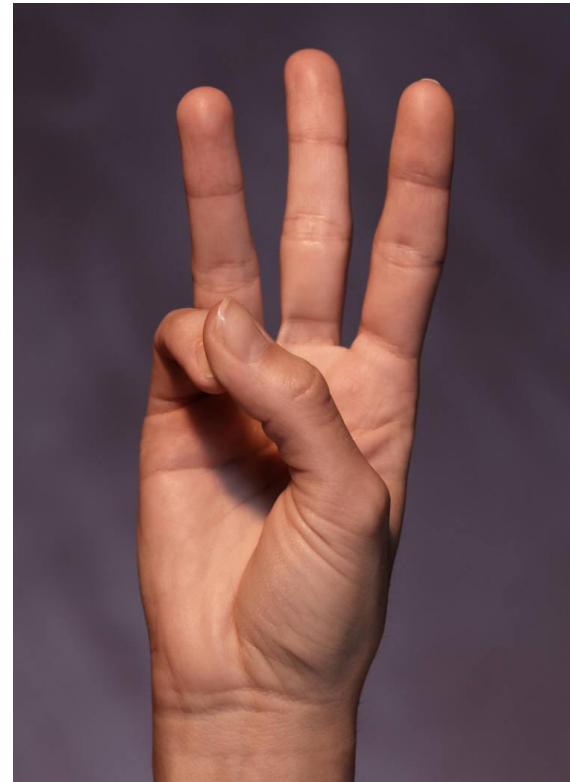


Number Three

Review the basics of the issues

Issue Briefs

- [Additional issues](#) (pdf)
- [ESEA](#) (pdf)
- [Government information](#) (pdf)
- [Key Issues](#) (pdf)
- [LSTA](#) (pdf)
- [Open access](#) (pdf)
- [School libraries](#) (pdf)
- [Surveillance](#) (pdf)



Homework Assignment #3

Learn more about the big picture.

Remember: Members of Congress change their minds
ALL THE TIME



FAQs

- Which legislators will I be meeting with?
 - Your state coordinators are scheduling meetings.
- Who is my state coordinator?
 - See the list at <http://www.ala.org/advocacy/advleg/nlld/coordinators>

FAQs

- How do you choose the “asks”?
 - Many issues are important to the varied divisions of the ALA. We base asks on what’s relevant in Congress right now, to ensure that our voice is magnified as much as possible
- Why don’t we have the details on the “asks” yet?
 - Congress is very mercurial (word of the day!) The ask will change from day to day. One day it will be “vote against the House bill.” The next day someone may introduce an amendment we like and it will be “vote for the such-and-such amendment.” That’s why the briefing day is so important.

Checklist

- ❑ Identify YOUR legislators at the ALA Action Center
- ❑ Visit their individual websites at
 - ❑ www.house.gov or www.senate.gov
- ❑ [Check the ALA Legislative Score Cards](#)
- ❑ Sign up for their e-newsletters
- ❑ Connect via social media (“Like” their Facebook pages, follow them on Twitter and check out their YouTube channels)
- ❑ Use the [legislator information form](#) to capture that information
- ❑ Create a [one-pager](#) that tells the economic, social, special outreach story in YOUR area
- ❑ **Funding / Resources – Your Connection to the Federal Partnership**
 - [LSTA Example](#)
- ❑ Review Issue Briefs to be familiar with the basics

The Five Minute Action Plan

What three things will you do next to be prepared? (Let's go to the poll!)

