**2015-2016 ALA CD#35\_11116\_act**

**2016 ALA Midwinter Meeting**

**Resolution Supporting the 2015 Advocacy Implementation Plan**

Whereas the Advocacy Implementation Plan, one of three of the 2015 ALA Strategic Directions, lays out detailed goals and strategies to achieve a higher awareness of library services among the general public;

Whereas ALA’s advocacy efforts support the organization's core values, provide a vision of innovation, focus on the impact of libraries and librarians, enable the future of libraries and promote libraries as centers of community engagement, lifelong discovery and learning;

Whereas we aspire towards a deep public understanding of the value and impact of libraries of all types on the communities they serve, the broad range of services offered by libraries, and the indispensable role of the librarian and library staff in providing these services;

Whereas the library is a hub of community engagement and continual learning; a place to form the critical thinking skills fundamental to learning in a technologically evolving world, to access information, and to create and share new knowledge;

Whereas libraries should be funded with staff and resources to meet the needs of their communities;

Whereas across a diverse library community, there is a shared focus and common understanding of advocacy and a sustained commitment to work collaboratively to reach common advocacy goals;

Whereas the American Library Association on October 29, 2015 launched *Libraries Transform*, a new public awareness and advocacy plan designed to increase awareness and support for the transforming library, to shift perception of the library from “nice to have” to “essential” and to energize the library community and build external advocates to influence decision-makers;

Whereas National Library Week 2016 is an excellent opportunity to implement strategies, including the libraries Transform Campaign; and

Whereas advocacy is the responsibility of every library professional; now, therefore, be it

*Resolved*, that the American Library Association (ALA), on behalf of its members:

1. encourages all divisions, round tables, state chapters, school affiliates, other affiliate organizations, and individual libraries and library staff to adopt the *Advocacy Implementation Plan* in order to move forward the advocacy goals and ensure the success of libraries and the profession across the nation; and
2. urges cross division and organizational collaboration to galvanize the membership and advance the *Advocacy Implementation Plan* and *Libraries Transform* campaign through the power of collective impact.

Mover: Lauren Comito, Councilor-at-Large   
Seconder: Aaron Dobbs, Councilor-at-Large

Submitted: January 11, 2016

E-Form

Submitted on Monday, January 11, 2016 - 12:38  
Submitted by user:  
Submitted values are:  
  
Date: 01/11/2016  
Resolution author(s): Lauren Comito  
E-mail address: librarianscrafter@gmail.com  
1. Title of Resolution: Resolution Supporting the 2015 Advocacy  
Implementation Plan  
2. ALA Units and/or Committees Consulted (if any): Committee on Library  
Advocacy and the Advocacy Coordinating Group  
3. Endorsements by ALA Units and/or Committees (if any):  
4. Fiscal implications: Specify the resources needed to carry out the  
resolution's directive(s).: None  
5. List all parties to whom resolution should be sent: ALA chapter, division  
and roundtable leadership, in addition to communicating with members  
6. Impact on ALA Policies and Positions: Explain how the resolution supports  
ALA’s Strategic Plan, its mission, and/or its core values.: Supports the  
Advocacy portion of our Strategic Plan  
6a) ALA general policy or viewpoint: If the resolution sets forth a general  
policy or an ALA viewpoint, describe.: NA  
6b) Change in existing policy: If this resolution necessitates a change in  
existing policy, state the policy number and the change.: NA  
6c) New policy: If this resolution establishes new policy, describe.: NA  
6d) Policy conflicts: If this resolution conflicts with existing policy,  
state provisions for resolving the conflict.: NA  
7. Initiating Committee or Unit (if any):  
8. Pertinent Background Information, e.g. bibliography, citations, supportive  
quotes, URLs, etc.: see the 2015 Advocacy Implementation Plan and ALA  
Strategic Plan.  
9. Mover's Name: Lauren Comito  
10 Seconder's Name: Aaron Dobbs