

# ALA BARC/F&A FY20 Investment Update

Date 10/11/2019

## Investment Area: Public Policy and Advocacy

### **FY20 Strategic and Operational Priorities and Investments**

*What are your strategic and operational priorities in light of the prior three years' (FY17-FY19) operational and financial results?*

The Public Policy and Advocacy Office continues to stay focused on implementing the four goals of our strategic plan:

- 1) Build a stronger advocacy foundation
- 2) Improve the reputation and visibility of ALA in Washington
- 3) Modernize our information management and communications
- 4) Focus policy outcomes

We want to focus on improving our position, leveraging change, and increasing the value we provide to: ALA's members; members of Congress; to regulatory agencies; and ALA affiliates, libraries, and library patrons across the nation. By doing so, we will be a stronger ALA that people will want to support.

### **FY20 Key Initiatives and Desired Outcomes**

*What are your top initiatives that your department plans to undertake in light of those priorities? What outcomes constitute success?*

We are building the foundation in FY 19 and 20 and will see our program and advocates strengthen and grow in FY 20 and 21. Correlating to the goals above:

- 1) The national network pilot project is underway in three states and will help us build a stronger advocacy foundation. Staff are also engaging more with the state associations.
- 2) The Fly-In gives us the opportunity to offer professional development to member leaders, but it also allows us to get in front of key legislators early in the session to discuss ALA's policy priorities.
- 3) The Salesforce pilot project is underway, and staff are already seeing results in how it can help them do their job better and more efficiently.
- 4) We kept some flexibility in our policy agenda. We want to be agile enough to respond and lead when issues, like Macmillan embargo on eBooks, come up.

### **Key Assumptions/Risks/Opportunities**

*What assumptions are inherent in your plan? What risks are you watching in light of those assumptions? What additional opportunities do you anticipate may appear that may impact your plan?*

We assume that if we can create a culture of advocacy by building a strong public policy and advocacy foundation, we can be best positioned to achieve our policy goals no matter the level of dysfunction in DC, as well as demonstrate why someone would want to join this association and be part of our advocacy program. A risk for us is advocate fatigue and we work closely with other government relations professionals to make sure we are using the latest tools and techniques to keep advocates engaged. Salesforce is starting transform the way our team works—not only is it saving us time, but we are better able to see patterns and better target our communications. Outsourcing projects have given the staff extra capacity which resulted in ALA recently receiving two grants: one for \$150,000 and another for \$2 million.