

Loida Garcia-Febo

ALA President-Elect 2017-2018

Proposed Budget for Presidential Initiatives 2018-2019

The overarching theme for my Presidential Year is “Together: Libraries Building Communities.” I will build on work done by ALA on five areas: Advocacy, Diversity, International Relations, Wellness, and Professional Development. Additionally, I will carry out national and global tours to raise libraries profile, engage community members, and advocate for libraries by highlighting library success stories serving all types of members of the community by all types of libraries (academic, public, school, etc.). Demonstrating that by working together libraries, library workers, and library advocates, we can show how libraries are building communities.

Advocacy: Help library advocates to tell our library stories and demonstrate the value of libraries through captured shared stories via digital storytelling, and storytelling learning with a specific focus on advocacy via a responsive website.

- Develop “My Library, My Story” for an Advocacy Toolkit and include content on a responsive website.
 - Need:
 - ALA OLA Advice on consultant to develop content for the Toolkit.
 - Company to develop a responsive website.

Diversity: To raise the visibility of a diverse representation of library workers, champions and patrons and to help deepen the understanding of the principles of ALA’s EDI, showcase via video the voices of a diverse range of library staff, advocates, and users who talk about why they love their library.

- Develop threads on ALA YouTube Channel including videos from library workers and champions. Libraries will be able to add videos to the patrons thread any time during the year, following short instructions, and there could be a specific emphasis during National Library Week and/or NLLD.
 - Need:
 - Collaboration with the Diversity Office to coordinate recording of videos with library workers and champions at ALA Midwinter in Seattle along with Diversity Team members. (as we did for one of Molly Raphael’s initiative)

- ALA staff collaboration to encourage libraries to upload videos to the ALA YouTube Channel.

International Relations: To increase international membership and promote participation of international members in ALA's activities, audit every Division and Round Table about their international activities. Based on this, develop in-person and online opportunities related to membership, publication, and education.

Need:

- Collaboration from ALA to publish article on AL about the SDGs and how they apply to the USA.
- Collaboration from IRO to host a webinar about the SDGs and how they apply to the USA. Plus: How do libraries in America contribute to the goals? How to get American libraries to contribute?
- Collaboration from the IRO to develop I AM ALA (International member of the Month, We could have a national member of the month too!).
- Collaboration from the IRO to publicize IFLA's Library Map of the World; display it in the lobby of Conference in Seattle and DC.
- Collaboration from ALA Publishing to figure out how to provide a discount to perhaps first-time international members or to international members for a certain period of time to access products on the e-learning site.

Wellness: To support overall wellness for all library workers, review and revamp programming at conferences and online programming, and content of the ALA-APA Wellness website including new and updated sections.

Need:

- Collaborate with ALA-APA to revamp wellness website, review MW and Annual conference programming, and provide webinar(s).
- Wellness experts to present conference and online programming.

Professional Development: To support the continuing development of ALA members, develop a "23 Things" -style Program from ALA including components of the Presidential Initiatives outlined above and other areas currently under consideration.

Need:

- Collaboration with ALA continuing professional development unit(s) to advice on Consultant to develop content for this free online product. Some content comes from the initiatives and other needs to be developed.
- Collaboration with ALA IT or Publications to figure out where this product will live within the ALA website. Or if it is created on Wordpress and then linked to the ALA website.

National Tour “Together: Libraries Building Communities”

With the goals of raising the profile of libraries, engaging our communities, and encouraging support for libraries in our country, we will coordinate a national tour titled “Together: Libraries Building Communities” covering all cardinal areas of the USA. I will visit Cambridge PL in Massachusetts, North Miami PL in Florida, Pikes Peak PL in Colorado, Los Angeles PL in California, and Seattle PL in Washington. The directors of those libraries, ALA staff, and I are meeting during the ALA Midwinter Meeting to further discuss.

Global Tour

I will bring my message “Together: Libraries Building Communities” to regions of the world where ALA already has long standing commitments by formally including these in a Global Tour. Current annual commitments include The Guadalajara Book Fair (FIL), and the German Library Association Annual Conference. Others will be added as I continue to coordinate with ALA staff.

Need from ALA:

-Assistance to identify tour logo. Currently, I am using a placeholder for both, national and global tours.

-Team to coordinate logistics with me. I am assuming reps from PIO, AL, WO, OLA, IRO, Diversity Office, and reps from the five libraries. For instance, who would do what:

- Press release(s)
- on-site video
- on-site promo
- online promo

Reach out to:

- Elected officials
- Community organizations and NGOs
- Media: TV, Radio, Newspapers
- Local ALA Chapter
- ALA Affiliates

Main Event: Rally outdoors

- Local libraries to coordinate podium, local publicity, hands-on program, storytelling. Others they might want to coordinate.

Next event: Meeting with Media and Community Organizations indoors

- Local libraries and ALA to coordinate.

1. What does success look like for you for this campaign? -- for the public to support libraries? Messaging to library staff and library workers?

-Raise libraries profile, engage community members, and advocate for libraries by highlighting library success stories serving all types of members of the community by all types of libraries (academic, public, school, etc.) demonstrating that by working together libraries, library workers, and library advocates, we can show how libraries are building communities.

2. Button makers and stencils for posters: proposed hands-on activity at the five locations. Potential words for these items: 'libraries building communities,' 'libraries build community,' 'together with libraries.'

3. Storytelling video at these five places: I would love to read stories to children, adult, etc. at the five library locations and record a brief video that could be used at another time for publicity, library week, book banned week, etc.

4. Traveling exhibits - either with the tour or also sponsored by ALA: ALA would develop about three-five sets of enlarged photos from the library tour including library stories that can be used by local libraries to raise the profile of libraries, engage community members, and advocate for libraries. These sets will include blank spaces for local libraries to add their own stories and/or encourage their patrons to add their stories. Logistics to be developed by ALA staff. Concept to be fully discussed during next months.

5. Promotional items that could be sold by ALA during a specific period of time, perhaps National Library Week or NLLD: t-shirts, buttons, posters, bookmarks.

Budget Proposal	
Budget Item	Amount
Advocacy consultant to develop content of Toolkit.	\$5,000
Company to develop advocacy storytelling responsive website.	\$5,000
Company to record Diversity videos.	\$20,000
Printing of Library Map of the World for MW and Annual 2019 conferences and other accompanying materials.	\$2,000
Wellness experts to present at MW and Annual 2019 conferences and online programming.	\$10,000
Professional Development consultant to ensemble “23 Things” with content from initiatives and other currently under consideration.	\$10,000
National Tour banners, give-aways for each of the five libraries locations, and accompanying materials.	\$3,000 x 5 = \$15,000
Contingency/ Discretionary funds	\$8,000
Total	\$75,000

*Some specifics from the overall initiatives TBD and will be reported to BARC and the EB in the Spring.