



**Awareness & Advocacy Committee Meeting  
1/31/2019, 1:00 p.m.  
Online via Zoom  
Notes**

**Present:** Steve Bachman (4CLS), Brian Hildreth (STLS)--Chair, Sarah Glogowski (FLLS), Mary-Carol Lindbloom (SCRLC), Jessica Philippe (SCRLC)

**Excused:** Nancy Abashian (BU), Deb Gagnon (Wells); Nicole Waskie-Laura (BT BOCES SLS), Mechele Romanchock (Alfred), Mikki Smith (CMOG);

- NYLA Legislative Report Priorities were discussed.
  
- Advocacy Day Visits / Local Visits
  - Steve has started local meetings and reports that they are getting pushback on the 200M ask and they have been non-committal on the census support. Hopefully the cuts will at least be reversed.
  - Sarah's libraries met with Seward, but he is a library supporter. Helming is refusing to meet with Pioneer Library System. SCRLC has a meeting with her in Albany.
  - Mary-Carol shared that we are down a lobbyist at NYLA because they did not re-hire the person that worked with the Republicans, plus we have a bigger ask this year--it will be more difficult to advocate. We do not yet know how having a Democratic Senate will affect funding levels.
  - Brian thinks that we need to work more closely with NYALS/NYLA to ensure that we have an outside lobbyist.
  - STLS will do the initial visits in Albany and then follow-up with legislators after that. Funding for SMS certification is a talking point this year.
  
- Member Engagement Techniques for Advocacy
  - FLLS discussed this at a Director's Advisory Meeting. They strongly encourage people joining the bus to Albany, but share things that people can do if they can't make it to Albany. They do a postcard campaign to legislators and the Governor's office (record number this year!) They ask for participation in NYLA's emails. They encourage letters to the editor that get shared with legislators and the Governor. Sarah is drafting phone talking points.
  - STLS is doing a postcard campaign for the first time that will be sent while they are drafting the budget. Last year they did a petition.
  - 4CLS is doing Real People, Real Dollars campaign on social media. Steve is offering a workshop for library staff on advocacy bootcamp information: "How to talk to a legislator," storytelling, etc.
  - Mary-Carol has tried (and will continue) to engage people through the newsletter and mailing list. SCRLC has also been promoting NYLA's advocacy campaign.

She hopes more SCRLC board members will join us in Albany this year, though it can be more difficult to recruit participants from library types other than publics.

- SCRLC will focus on other library types in Albany such as certified school librarians; ensuring the cultural organizations have funding before collections disintegrate; Hospital Library Services Program; CCDA funding for academics, etc.
- PAC Fundraiser
  - Should we set up a SLUSH-type event to gather librarians and also do some fundraising? Mary-Carol will discuss with Julia possibilities for organizing a game night.
- Legislative Appreciation Reception 2019
  - Everyone is interested in doing this again and in Ithaca. We looked at dates in September (September 13<sup>th</sup> was the most workable, which means shifting SCRLC's Board Meeting to the afternoon and to Ithaca).
  - Sarah will reserve the room for September 13th.

### **Next Steps.**

- Brian will send out a Doodle poll for the next A&A committee meeting.
- Mary-Carol will get with Julia to explore the possibility of a librarian networking/fundraising event.
- Save Friday September 13th for a Legislative Appreciation Reception. Sarah will book the room and Mary-Carol will adjust the SCRLC Board Meeting.
- Mary-Carol will send out an updated list of 2019 activities for the committee to review. Activities will now align with the fiscal year (July-June), so we will be planning 18 months of activities. The activities will be finalized at our next meeting.

Notes taken by Jessica