



**Awareness & Advocacy Advisory Committee  
Meeting  
Monday, February 6, 2023, 3:00 p.m.  
Minutes**

**Present:** Steve Bachman (4CLS), Brian Hildreth (STLS), Sarah Glogowski (FLLS), Penny Sweeney (Cayuga-Onondaga BOCES SLS), Mary-Carol Lindbloom (SCRLC); **Excused:** Nancy Abashian (Binghamton U), Nicole Waskie-Laura (BT BOCES SLS).

**Review of Minutes.** The minutes were reviewed, particularly the next steps.

**NYLA's Library Advocacy Day**

- February 27 meetings.
  - Lunch is grab-and-go.
  - The School library systems' meeting will have a virtual option.
  - ESLN is scheduled for noon, in-person (Mary-Carol wonders if the time will change).
  - PULISDO (public library systems) will meet at 3:00 p.m., in-person.
  - At 12:30 p.m., the NYALS steering committee and NYLA's legislative committee will meet with Assembly and Senate library committee chairs.
  - NYALS will meet at 4:00 p.m. Right now, there is not a virtual option. Concern was expressed about this, in that it will be an important meeting, perhaps including NOVELny discussion. Due to the bus schedule for the next day, Steve and Brian will be unable to attend. Likewise, Penny and most of the school library system coordinators from the SCRLC region cannot attend. They indicated that they would attend virtually if that is an option. Mary-Carol and Sarah will follow up with Sheryl.
- February 28
  - Brian and Steve are sharing a large bus and hoping to get 20-25 advocates per system.
  - FLLS is not taking a bus this year.
  - Sarah will do some in-person meetings.
  - It will probably be just Mary-Carol from SCRLC this year; she would like to plug into existing visits as possible.
  - Everyone will share their schedule of visits with Committee members.
  - Steve met with Senator Oberacker on Friday. He is a strong library supporter. He is on the Labor Committee and interested in the civil service issue.
  - 4CLS will be doing a Library Road Trip this summer in celebration of having all libraries connected.

## Awareness & Advocacy Plan

- Sarah and Mary-Carol thought a plan was still a good idea, so they updated it.
- They also talked to Sheryl about updating or reaffirming the NYALS goals and objectives, which are referenced in SCRLC's plan.

## Other

- The Committee's [Activities](#) were reviewed, with discussion focused on the last item in the list:

“Design an information campaign to bring people into libraries, including programming on misinformation/disinformation.”

  - Brian mentioned the Meet the Press [segment on the partisan divide](#) regarding education, and wondered how it will translate to libraries.
  - How do we get people back into our buildings in the numbers prior to the pandemic? In Brian's region, use of workforce development databases is up. Overdrive statistics have also increased considerably.
  - Mary-Carol mentioned Patrick Sweeney's remarks at the NYALS retreat concerning the perception studies (i.e., OCLC, 2010; Pew, 2015) that showed libraries were still trusted public institutions—and he wondered if this trust has eroded in recent years.
  - The Committee decided to focus on this particular activity between now and its next meeting.
- NYLA's materials challenges website is back in development with the expectation that it will be completed by May.
- Niche Academy. Mary-Carol is talking to them about a regional subscription that could have various subsets, e.g. Health & Wellness, Trustee Training, Advocacy, etc. Those elements could be developed by SCRLC in collaboration with member libraries/systems.

## Next Steps

- Mary-Carol will send out a Doodle poll out for the next meeting.
- All Committee members should review and add any changes to the [Awareness and Advocacy Plan](#) by **March 24**; ideally the Board will approve the plan on March 31.
- Those planning legislative visits should distribute the schedules to all committee members asap.
- Mary-Carol will write to Sheryl about making the NYALS meeting hybrid and cc: Sarah (note that both Mary-Carol and Sarah are on the Steering Committee).
- Between now and the next meeting, work on the “information campaign” activity.

Minutes taken by Mary-Carol.