

2018 National Library Legislative Day Summary

Issues - Asked Members of Congress to:

1. Full fund federal library programs - \$189.3 million in LSTA Funds
2. Reauthorize the Museum and Library Services Act
3. Visit a library to see broadband access in action

For Full Details from ALA visit their webpage: <http://www.ala.org/advocacy/advleg/nlld>

FY2018 Budget - all library cuts were restored

However, afraid of possible **Recission** - where specific line items are targeted. Afraid that President will target library funding. Used frequently during the Reagan years.

FY2019 President Budget eliminated library funding again

Federal Funding for Libraries

S2217 - Co-Sponsor Museum and Library Services Act

Expired 2016 - do not allow to sunset

Ensures value - authorized in 2010

Bipartisan legislation to reauthorize IMLS (Institute of Museum and Library Services).

LSTA provides funding for a variety of projects in NJ including NJ State Library grants, statewide databases, job training, Jersey Connect, NJ Talking Book and Braille Center

Broadband: Digital Inclusion, digital empowerment

Critical infrastructure in knowledge economy

Net Neutrality part of Broadband - Libraries champion for an Open Internet

Libraries ensure access for all to broadband and technology

Federal e-rate program is critical for bring public libraries (and schools) up to speed to meet demands for high-bandwidth applications and services

Preserving Open Internet is key to nation's freedom of speech, educational achievement, research & innovation and economic growth.

Economic Impact of Libraries

Libraries provide \$5 billion in services including private sector jobs

\$1 spent on libraries returns \$5 to local economy

State Libraries are most efficient use of public federal and state funds

Relationship Building with Lawmakers and Why It's Important

1. What is Lobbying?

Persuade legislators - Making the case for issues

2. How many Social media posts are needed to get lawmaker attention?

- a. Less than 10 comments
- b. Gather more response from reactions to legislators' comments

3. Tweets do matter

4. Communication is important including snail mail and emails. Personalize your letter, email and tweet

5. Top 3 answers from lawmakers on best ways to interact
 - a. Personal story
 - b. Why constituent either supports or opposes the bill? What are their reasons for either support or opposition?
 - c. How many are impacted from the proposed legislation???
6. Best Photo Opportunities for Lawmakers
 - a. Kids
 - b. Animals
 - c. Old People
7. Most effective advocacy factors for Legislative Decision Making
 - a. In-person visit from constituent
 - b. Contact from constituent representative
 - c. Individualized postal letter
 - d. Individualized email message
 - e. Phone Calls
 - f. Attending events in district / state - Invite legislators to events!
8. Tips for Legislative Visits
 - a. Have a game plan - prepare talking points and prepare for answers to questions
 - b. Why libraries care about the issue as well as the importance to the legislator's district
 - c. Be specific - personalize with examples from legislators' district. Provide statistics
 - d. Stay on topic
 - e. Always end with an ask
 - f. Follow-up - thank you letter, invitation, answers to questions
 - g. 5 minutes - intro, 5 minutes - why is this issue important and why should legislator care?, 5 min - seal the deal, create an "ask"
9. Advocacy is a year-long process - need to build relationships
10. Follow-up thank you letter - after 8 PM or Saturday or Sunday since they get so many pieces of communication / emails
11. Send handouts as attachments to emails

9. Resources: [Congressional Management Foundation](#)

Mission: The Congressional Management Foundation (CMF) is a 501(c)(3) nonpartisan nonprofit whose mission is to build trust and effectiveness in Congress. We do this by enhancing the performance of the institution, legislators and their staffs through research-based education and training, and by strengthening the bridge and understanding between Congress and the People it serves.

Interesting Notes from Training

1. There will be the largest number of House Republicans retiring in 2018 since 1932.