

This resolution was adopted by the ALA Council on Tuesday, January 12, 2016

Resolution Supporting the 2015 Advocacy Implementation Plan

Whereas the Advocacy Implementation Plan, one of three of the 2015 ALA Strategic Directions, lays out detailed goals and strategies to achieve a higher awareness of library services among the general public;

Whereas ALA's advocacy efforts support the organization's core values, provide a vision of innovation, focus on the impact of libraries and librarians, enable the future of libraries and promote libraries as centers of community engagement, lifelong discovery and learning;

Whereas we aspire towards a deep public understanding of the value and impact of libraries of all types on the communities they serve, the broad range of services offered by libraries, and the indispensable role of the librarian and library staff in providing these services;

Whereas the library is a hub of community engagement and continual learning; a place to form the critical thinking skills fundamental to learning in a technologically evolving world, to access information, and to create and share new knowledge;

Whereas libraries should be funded with staff and resources to meet the needs of their communities;

Whereas across a diverse library community, there is a shared focus and common understanding of advocacy and a sustained commitment to work collaboratively to reach common advocacy goals;

Whereas the American Library Association on October 29, 2015 launched *Libraries Transform*, a new public awareness and advocacy plan designed to increase awareness and support for the transforming library, to shift perception of the library from "nice to have" to "essential" and to energize the library community and build external advocates to influence decision-makers;

Whereas National Library Week 2016 is an excellent opportunity to implement strategies, including the libraries Transform Campaign; and

Whereas advocacy is the responsibility of every library professional; now, therefore, be it

Resolved, that the American Library Association (ALA), on behalf of its members:

1. encourages all divisions, round tables, state chapters, school affiliates, other affiliate organizations, and individual libraries and library staff to adopt the *Advocacy Implementation Plan* in order to move forward the advocacy goals and ensure the success of libraries and the profession across the nation; and

2. urges cross division and organizational collaboration to galvanize the membership and advance the *Advocacy Implementation Plan* and *Libraries Transform* campaign through the power of collective impact.

Adopted by the Council of the American Library Association
Tuesday, January 12, 2016, in Boston, Massachusetts



Keith Michael Fiels
Executive Director and Secretary of the ALA Council