

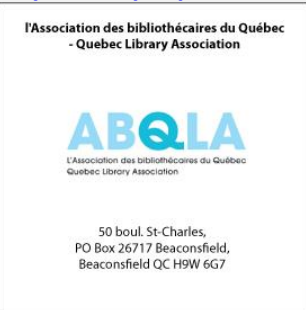
Partnership Associations: Communication Strategies, Best Practices and Initiatives



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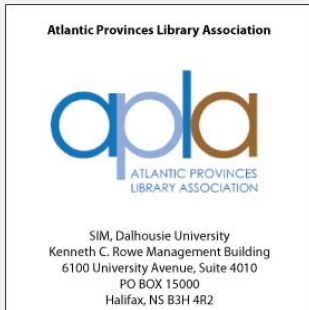
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Partnership Associations: Communication Strategies, Best Practices and Initiatives


Association		Advocacy	Media
<p>ABQLA l'Association des bibliothécaires du Québec/ Quebec Library Association https://abqla.qc.ca/en/</p>  <p>50 boul. St-Charles, PO Box 26717 Beaconsfield, Beaconsfield QC H9W 6G7</p>	Strategies or Guidelines	One of the five goals in ABQLA's Strategic Plan is: "To raise political and public awareness on relevant issues and to advocate on behalf of library and information specialists and their institutions"	
	Terms of Reference		
	Best Practices		Our Communications' Chair oversees a committee, which is comprised of a Social Media Editor, a Web Master, and several individuals who edit the ABQLA Bulletin.
	Initiatives	In Winter 2019, ABQLA established "Diversity, Equity and Inclusion Working Group." Terms, with the mandate to find ways to make our association more diverse, equitable and inclusive.	<p>We have active social media accounts:</p> <p>Twitter: https://twitter.com/abqla?lang=en</p> <p>Facebook: https://www.facebook.com/pages/category/Nonprofit-Organization/ABQLA-LAssociation-des-bibliothécaires-du-Québec-Library-Association-124766477552846/</p> <p>We also have a Bulletin, published three times/ year: https://abqla.qc.ca/en/bulletins/</p>

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Association		Advocacy	Media
APLA Atlantic Provinces Library Association http://www.apla.ca/	Strategies or Guidelines		
	Terms of Reference		
	Best Practices		
	Initiatives		




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Association		Advocacy	Media
BCLA British Columbia Library Association https://bclaconnect.ca/ 	Strategies or Guidelines		
	Terms of Reference	<p>Advocacy at BCLA is understood as a cornerstone of Board work.</p> <p>No standing committee on advocacy, but the Board can create a limited term committee for specific work.</p>	<p>Board members sign a “Terms of Agreement” when they join the Board. This TOA explains the only spokespeople for BCLA are the Board Chair and to a lesser degree the Executive Director. The Chair can designate others to speak on behalf of BCLA (and often does when issues require significant levels of expertise) The Board Executive Committee meets regularly and acts as both the Communications Committee and Advocacy Committee. All decisions about communications and Advocacy are made by the BCLA Board</p>
	Best Practices		
	Initiatives	<p>In April 2019 the BCLA Board passed a new Values Statement https://bclaconnect.ca/about/bcla-values-statement/. The Values Statement is the first step for advocacy work going forward. BCLA advocacy follows two streams. The BC Library Partners was recently formed to advocate specifically for Provincial funding for libraries in BC. The mandate of this group includes advocating for issues that are provincial in scope such improved connectivity and library services for First Nations. The BC Library Partners includes BCLA as well as the BC Library Trustees Association,</p>	


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		<p>the BC Libraries Cooperative, and the Association of BC Public Library Directors. BCLA has a second advocacy stream which blends individual advocacy with professional development. In 2019/2020 the BCLA Board intends to prepare a toolkit along with additional professional development opportunities to support individual members talking about the value of libraries in their communities and in society. The question that the toolkit aims to answer is “How do we tell the library story in a way that educates our friends, family and community members about the work libraries do and, at the same time, helps to develop people’s love of libraries in to a political message for all level of governments.”</p>	
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Association		Advocacy	Media
LAA Library Association of Alberta https://www.laa.ca/  <small>80 Baker Cres. NW, Calgary, AB T2L 1R4 Toll Free: 877-522-5550 Phone/Fax: 403-284-5818</small>	Strategies or Guidelines	http://www.laa.ca/page/advocacy.aspx#.WeaFCWhSyUk	
	Terms of Reference		
	Best Practices	<p>ALA Office for Library Advocacy – “The Office for Library Advocacy supports the efforts of advocates to improve libraries of all types by developing resources, a peer-to-peer advocacy network, and training for advocates.”</p> <p>Collaboration for Advocacy Best Practices – “The IFLA Leaders have distilled these responses into a list of 9 common best practices for successfully leveraging partnerships to support your advocacy efforts.”</p> <p>ALA’s Frontline Advocacy Toolkit – “The message of the library’s value must be spread by every library employee.”</p> <p>ILoveLibraries.org – Ways act as a Library Advocate</p>	
	Initiatives	ALA’s Advocacy University – “A comprehensive clearinghouse of advocacy tools and resources for all types of libraries.”	

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Association		Advocacy	Media
MLA Manitoba Library Association http://www.mblibraries.ca 	Strategies or Guidelines	MLA is primarily an advocacy organization and has established a Standing Committee on Advocacy to serve as the lead with respect to advocacy initiatives.	
	Terms of Reference	<p>The terms of reference for this committee may be found at https://www.mla.mb.ca</p> <p>http://mla.mb.ca/sites/default/files/201312/MLA%20Advocacy%20Committee%20TOR.pdf</p>	
	Best Practices		
	Initiatives		<p>MLA was in the process of collecting Manitoba libraries Twitter accounts into a list to facilitate awareness of activity, share and comment on the content.</p> <p>https://twitter.com/MB_Lib_Assn/lists/manitobalibraries</p>

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Association		Advocacy	Media
<p>NLA Nunavut Library Association http://www.nunavutlibrary.ca/</p> 	Strategies or Guidelines	<p>No formal written advocacy strategies or guidelines.</p> <p>Case by case basis members of NLA bring issues to the attention of the e-mail distribution list if an urgent response is required usually one person agrees to conduct any action. In the past the President of NLA has drafted, circulated for comment, and then signed and sent any formal advocacy correspondence.</p>	<p>No formal guidelines on media relations and a minimal media presence other than maintaining a modest website.</p> <p>The website periodically posts news items.</p>
	Terms of Reference	<p>No committees within NLA. Projects are taken on by individuals with a commitment to advocating for a particular issue.</p>	<p>No formal communications committee.</p>
	Best Practices	<p>Approach is informal in keeping with loose structure. Outreach to MLAs and MPs to express concerns may happen in person, but is usually by correspondence.</p> <p>NLA generally holds 2 teleconferences a year and advocacy issues are always on the agenda.</p>	<p>Communications hasn't been at the top of our association agenda.</p> <p>Direct communication to local media may occur if needed.</p>
	Initiatives	<p>Participation in formal campaigns or by individual members bringing up the concerns of our communities in day-to-day interactions with players on bigger stages.</p>	<p>Would benefit from a toolkit</p>

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		<p>A list of advocacy initiatives is on the NLA website:</p> <p>https://nunavutlibraryassocaition.ca/advocacy/</p>	
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Association		Advocacy	Media
NLLA Newfoundland and Labrador Library Association https://nlla.ca/	Strategies or Guidelines		
	Terms of Reference		
	Best Practices		
	Initiatives		

The Newfoundland and Labrador
Library Association

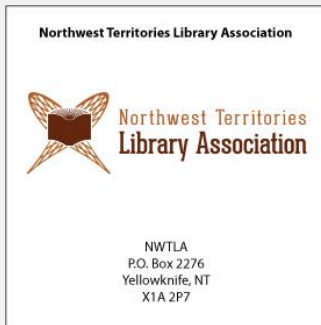


newfoundland and labrador
library association

Newfoundland and Labrador Library Association
PO Box 23192
Churchill Square, St. John's, NL
A1B 4J9

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Association		Advocacy	Media
NWTLA Northwest Territories Library Association https://nwtlibraryassociation.wordpress.com/	Strategies or Guidelines		
	Terms of Reference		
	Best Practices		
	Initiatives		



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Association		Advocacy	Media
NSLA Nova Scotia Library Association http://www.nsla.ns.ca/	Strategies or Guidelines		
	Terms of Reference		
	Best Practices		
	Initiatives		

The Nova Scotia Library Association



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 Halifax, NS B3J 2R5

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Association		Advocacy	Media
OLA Ontario Library Association www.accessola.org/web 	Strategies or Guidelines		
	Terms of Reference	<p>OLA has established an Indigenous Task Group.</p> <p>OLA Indigenous Task Group Terms of Reference</p> <p>OLA has an Advocacy Committee reporting to the Board of Directors.</p> <p>Advocacy Committee Terms of Reference</p> <p>OLA has a Cultural Diversity and Inclusion Committee reporting to the OLA Board of Directors. Cultural Diversity & Inclusion Task Force</p>	
	Best Practices	<p>Advocacy Decision Making Guidelines (Graphic)</p> <p>Grassroots Advocacy 101 with Huw Williams of Impact Public Affairs</p> <p>A free webinar with slides to help connect locally with your MPP.</p>	<p>Media Relations Dos and Don'ts (Think Tank 2011)</p> <p>Social Media Policy</p>
	Initiatives	<p>Advocacy initiatives</p> <ul style="list-style-type: none"> o Information Briefs o Library Day at Queen's Park 	

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		<ul style="list-style-type: none">o Resources on messaging shared with MPPs during meetings http://www.accessola3.com/index.php?s=2211868a2abe6450055d666073b621bd&showtopic=3657o Position Statements	
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Association		Advocacy	Media
SLA Saskatchewan Library Association https://saskla.ca/	Strategies or Guidelines	<p>SLA defines the relationship between communication and advocacy.</p> <p><u>Advocacy</u> is a “planned, deliberate, sustained effort to raise awareness of an issue or issues. It is an ongoing process whereby support and understanding are built incrementally.” Advocacy is not strictly public relations or marketing, but incorporates aspects of both of these, as well as lobbying, and storytelling. (Source: Canadian Association of Public Libraries, 2011. <u>Library Advocacy Now! A Training Program For Public Library Staff and Trustees</u>)</p> <p>Uses both proactive and reactive approaches. Provides leadership in promoting libraries and librarians and provides position statements on issues affecting libraries.</p>	<p>Communications approach is to provide information about the association and libraries in all sectors through various formats:</p> <ul style="list-style-type: none"> • News Flashes are regular focused alerts that are sent to members on SLA listserv • SLA website updated regularly https://saskla.ca/ • <u>SLAte</u> is the monthly online newsletter • Social media –<u>Facebook</u> and <u>Twitter</u> at #saskla
	Terms of Reference	<p>Has an Advocacy Committee with terms of reference. The Committee is chaired by the Vice-President of Advocacy and Development and includes one Board Member at Large, and 2-4 other SLA members. The terms of reference may be found on the SLA website at</p>	

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		https://saskla.ca/assets/Handbook-Section-5-FINAL-apr.-20-2018.pdf	
	Best Practices	SLA has developed guidelines to support Advocacy efforts. Advocacy the Basics and Community Engagement are included below. https://saskla.ca/assets/Advocacy-the-Basics_CC.pdf https://saskla.ca/assets/Community-Engagement_CC.pdf	
	Initiatives		

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Association		Advocacy	Media
YLA Yukon Library Association https://yukonlibraryassociation.com/	Strategies or Guidelines		
	Terms of Reference		
	Best Practices		
	Initiatives		

Yukon Library Association



Yukon Library Association

Please visit the
Yukon Library Association's webpage
for more information.