



Pioneer Library System

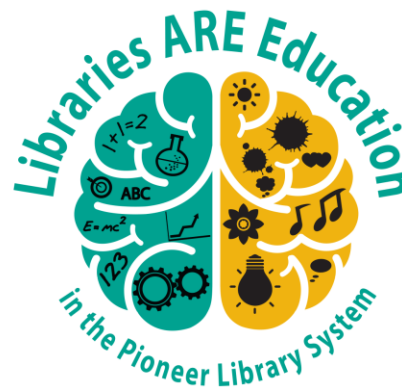
PIONEER LIBRARY SYSTEM
2015 ADVOCACY DAY GUIDE

FEBRUARY 25, 2015

BUDGET PRIORITY: AN INCREASE IN LIBRARY AID THAT IS PROPORTIONAL TO EDUCATIONAL AID

Provide desperately needed funding to maintain NYS's critical information infrastructure. Enable libraries to continue delivering needed educational services to every New Yorker.

Libraries are chartered by the same Board of Regents that oversees schools, colleges, BOCES and other educational institutions, and library aid is administered through the NYS Department of Education. Libraries are successfully supporting the State's education agenda—and are viewed by the state, the courts and the public as educational institutions—but they have not been funded as such. Please help libraries benefit from funding increases that are proportional to education funding increases.



Libraries are a key part of our education system – Libraries ARE education:

- For pre-school aged children, libraries have continuously provided opportunities for enrichment in an environment dedicated to creativity and free inquiry. When schools close at the end of each day, each week and each school year, libraries remain open to children and New York's families. In many communities libraries are the sole source of free tutoring and homework help after school.
- Libraries are the "People's University." For adult learners, including those that did not attend or could not afford college, libraries provide an avenue for free, lifelong intellectual enrichment.
- Libraries are the leading digital literacy educators in New York State.
- 25% of PLS Impact Survey (2014) respondents claim to use the library for educational activities such as: filling out school applications, filing for financial aid, and completing coursework.

Library funding benefits every New Yorker:

- State library aid ensures that economically disadvantaged and rural communities have quality libraries.
- The public library is the primary source of internet access for 25% of households making less than \$50,000 annually.
- 64% of PLS Impact Survey (2014) respondents have received some form one-on-one technology support from their local library.

Libraries have significant technology needs that have been deferred due to chronic underfunding:

- The library funding formula was adopted several decades ago and contemplated needs based on traditional library functions. The formula never considered technological needs, let alone technological innovation, that New York's libraries are now asked to provide.
- Public libraries are the primary portals to online job resources for millions of New Yorkers. Increased technology funding for libraries will help to reduce unemployment in New York State.
- Public libraries enable access to eBooks and other current technologies, making technology affordable and accessible to elderly, disabled and low income communities.

Libraries and library systems are models of shared services and collaborative planning:

- According to the State Education Department, for *every dollar* of aid the state invests in libraries, patrons receive *seven dollars*-worth of services.
- The Pioneer Library System provides 42 small and rural libraries with the infrastructure necessary to meet the ever-changing needs of our community members, including centralized technology support, delivery of materials, and the OWWL catalog which makes over 1 million books and DVDs available to every resident in our four county system.

HOW TO COMMUNICATE EFFECTIVELY

ADAPTED FROM “ALL HANDS ON DECK: CREATING ACTION AROUND YOUR CAUSE” AD COUNCIL OF ROCHESTER

1. Prepare for the Meeting:

- Think of it as a presentation—an opportunity to make a presentation about what you want to say
- Develop 3 key messages:
 - What are the 3 most important points you want to make?
 - Support them with facts, anecdotes and examples
 - Talk backwards
- Rehearse delivering the messages:
 - Practice delivering your messages out loud
 - Use your own words
 - Practice telling background stories, examples, etc.
 - Practice answering difficult questions
- Have realistic expectations:
 - Don't expect to get what you ask for on the spot
 - Advocacy is a process that requires patience, flexibility & persistence
- Bring people with you (Patrons!)
 - Putting faces to issues is powerful

2. During the Meeting:

- Get to the point (“the ask”) quickly:
 - Whatever you want, be sure to clearly articulate it at the beginning of the meeting
- Provide a one pager on the issue
- Provide a document that summarizes the issue, the role of your organization, what you're trying to achieve and what you are asking. Be concise.
- Bring it back to your issue
 - Let the lawmaker ask questions, but don't let those questions derail your presentation
 - Focus on acknowledging the question and then returning to your messages.

3. Expect the Unexpected:

- Your 15 minute meeting could change to a 3-minute meeting
- Your meeting with a lawmaker could change to a meeting with staff
- Your meeting in an office could happen while walking down a hall

ADVOCACY DAY APPOINTMENTS

NYLA (NEW YORK LIBRARY ASSOCIATION) "BASE CAMP" IS ROOM 120 OF THE LOB (LEGISLATIVE OFFICE BUILDING)

- 11:30am Assemblyman David DiPietro (LOB 543)**
147th District (All Wyoming county libraries)
PLS Team Leader: Pat Finnerty
- 11:30am Assemblyman Bill Nojay (LOB 527)**
133rd District (All Livingston County libraries)
PLS Team Leader: Ron Kirsop
- 11:30am Assemblyman Brian Kolb (LOB 933)**
131st District (All Ontario County libraries)
PLS Team Leader: Lauren Moore
- 11:30am Assemblyman Robert Oaks (Capitol 444)**
128th District (All Wayne County libraries)
PLS Team Leader: Heidi Jensen
- 12:00pm Senator Catharine Young (LOB 307)**
57th District (Dansville, Livonia, Mt. Morris, Nunda)
PLS Team Leader: Heidi Jensen
- 12:30pm Senator Michael Nozzolio (Capitol 503)**
54th District (All Wayne County libraries, and Clifton Springs, Geneva, Gorham, Phelps, Red Jacket, Wood)
PLS Team Leader: Lauren Moore
- 1:00pm Senator Pat Gullivan (LOB 947)**
59th District (All Wyoming County libraries, and Avon, Caledonia, Lima, Wadsworth)
PLS Team Leader: Pat Finnerty
- 1:00pm Senator Rich Funke (LOB 905)**
55th District (Allens Hill, Bloomfield, Bristol, Honeoye, Naples, Victor)
PLS Team Leader: Ron Kirsop

Bus Details: Covered Wagon Tours (big purple bus) #_____

Departure: Meet on Madison Avenue in front of the Museum at 2:15p.m.

PLS TEAM LEADERS:

Lauren Moore: 607-329-8906

Ron Kirsop: 585-208-7098

Pat Finnerty: 585-301-5123

Heidi Jensen: 585-747-3787

The Governor Nelson A. Rockefeller Empire State Plaza Concourse Level Map

