



Advocacy Guide

2016

Southern Adirondack Library System
22 Whitney Place
Saratoga Springs, NY 12866
(518) 584-7300
www.sals.edu

Contents

2016 Legislative Priorities.....	3
Increase State Library Aid Proportionally with Increases in Education Funding	3
Increase Investment in State Library Aid Construction Program to \$30M Annually	3
Expand Access to School Libraries and Librarians	4
Increase Collaboration Planning for Capital Improvements	4
Advocacy Checklist.....	5
NYS Legislative Districts by Library Location	6
New York State Assembly	9
District 107	9
District 108:	9
District 112	10
District 113	11
District 114	12
District 118	12
New York State Senate	14
District 43:	14
District 45:	15
District 49:	16
Governor.....	17
Lieutenant Governor	17
United States Senators for New York	17
County Legislature	17
Protocols for Meeting with Legislators.....	18
Generic Thank You Letter (After Advocacy Day)	20
Generic Thank You Letter (Senate Bullet Aid).....	21
Advocacy Resources	22
New York State	22
National	22
Organizations.....	22

Why Advocacy Matters

Building an effective advocacy network requires ongoing efforts by library staff, boards and supporters. Every day library advocates are called on to speak up about the value of libraries and help decision-makers understand how important libraries are to their community. Public libraries advocate to ensure that they have the resources they need to provide high-quality services to the community



Both your library and SALS depend upon state taxpayer-based funding. NYS Library Aid is allocated each year based on Education Law formulas. State funding comprises 94% of SALS funding, and the infrastructure SALS provides to enable 34 libraries to share resources and costs they cannot afford individually. The SALS 2016 budget is based on a 15.23% cut from full funding as required by law.

2016 Legislative Priorities

Increase State Library Aid Proportionally with Increases in Education Funding

New York State Education Law requires Library Aid for FY 2016-2017 to be \$102.6M, based on the most recent census data. Total funding in last year's enacted budget was \$91.6M. This places library aid below year 2000 funding levels.

Increase Investment in State Library Aid Construction Program to \$30M Annually

State investment in the Library Aid Construction Program has remained stagnant since 2006, at \$14M annually

This is despite a documented accumulated capital need of \$2.2B statewide, according to a 2014 State Education Department report to the state legislature

Expand Access to School Libraries and Librarians ([S.3931 Farley/A.6784-A Solages](#))

Currently, elementary schools are not required to staff a certified School Library Media Specialist. Secondary schools are only required to do so in Commissioner's Education Regulations, not by state statute. Many school districts disregard the Commissioner's regulations; the NYC Department of Education previously sought a waiver from this requirement.

Students with access to school libraries staffed by certified School Library Media Specialists consistently score 15-20% higher in English Language Arts tests by the fourth grade according to a study conducted at Syracuse University.

Taxpayer Access to Publicly-Funded Research ([S.3952 Farley / A.1878 Hevesi](#))

This legislation requires New York State funded research published in peer-reviewed journals be made available online by the state agencies that underwrite such research. This bill would bring NYS in line with the federal standards employed by the National Institute of Health and the State of California.

Currently, when publically-funded research is published in peer-reviewed journals, libraries must expend public dollars for public and scholarly access.

Increase Collaboration Planning for Capital Improvements

This legislation would increase collaborative planning by allowing libraries to combine small capital improvement projects to meet DASNY's tax-exempt bonding threshold. This measure would help to address an estimated \$2.2B in statewide capital improvement needs for smaller libraries.

Many local libraries have deferred basic infrastructure needs in their aging buildings because they are unable to raise the necessary revenue and do not have access to tax-exempt bond financing.

For more information visit:

http://www.nyla.org/max/4DCGI/cms/review.html?Action=CMS_Document&DocID=1536&MenuKey=advocacy

Advocacy Checklist

Advocacy is a year round activity, make sure you keep in contact with your local officials to build positive working relationships with them.

- ☐ Add your legislators to your mailing list
- ☐ Follow them on Facebook and hope they follow your library in return. Share their posts and post on their wall. On Twitter start a conversation or give them "shout outs"; on Instagram don't forget to #hashtag
- ☐ Invite them to visit you in person for a library tour or an event. Make sure there are a lot of people expected to attend the event for photo opportunities. A Summer Reading event is often the perfect opportunity since the legislative session normally concludes in early July.
- ☐ Join SALS at the Library Advocacy Day in Albany to meet with your legislators in person. SALS provides limited free transportation to this annual event held in February or March.
- ☐ Document and celebrate how essential your library is with Snapshot Day in February.
- ☐ Write/call legislators a few times each year and always send thank you notes when you get a response.
- ☐ Post a "Contact your Officials" button and "Library Value Calculator" on your website and Facebook during legislative alerts
- ☐ Join the NYLA Action E-list to receive timely alerts about email campaigns when libraries need support
- ☐ Get the local media involved: Write letters to the editor (trustees too) and ask the paper to support libraries with an editorial.
- ☐ Use the PLA Project Outcomes results to tell your story.

NYS Legislative Districts by Library Location

Library	Assembly District	Senate District
Argyle Free Library	113 th	45 th
Ballston Spa Public Library	112 th	49 th
Bolton Free Library	114 th	45 th
Brant Lake –Horicon Free Public Library	114 th	45 th
Burnt Hills – Town of Ballston Community Library	112 th	49 th
Cambridge Public Library	107 th	45 th
Chestertown – Town of Chester Public Library	114 th	45 th
Clifton Park-Halfmoon Public Library	112 th	43 rd and 49 th *
Corinth Free Library	114 th	49 th
Easton Library	113 th	43 rd
Fort Edward Free Library	113 th	45 th
Galway Public Library	112 th	49 th
Glens Falls – Crandall Public Library	114 th	45 th
Granville – Pember Library and Museum	114 th	45 th
Greenwich Free Library	113 th	45 th
Hudson Falls Free Library	113 th	45 th
Inlet – Town of Inlet Public Library	118 th	49 th

Indian Lake – Town of Indian Lake Public Library	118 th	49 th
Lake George – Caldwell Lake George Library	114 th	45 th
Lake Luzerne –Hadley Luzerne Public Library	114 th	45 th
Lake Pleasant – Town of Lake Pleasant Public Library	118 th	49 th
Long Lake – Cornelius Vanderbilt Whitney Long Lake Public Library	118 th	49 th
Malta – Round Lake Library/Malta Branch	113 th	49 th
Mechanicville – Mechanicville District Public Library	113 th	43 rd
North Creek – Town of Johnsburg Library	114 th	45 th
Raquette Lake Free Library	118 th	49 th
Round Lake Library	113 th	49 th
Salem – Bancroft Public Library	113 th	45 th
Saratoga Springs – Saratoga Springs Public Library	113 th	43 th

Saratoga Springs – Southern Adirondack Library System	113 th	43 rd
Schuylerville Public Library	113 th	43 rd
Stillwater Free Library	113 th	43 rd
Stony Creek Free Library	114 th	45 th
Warrensburg –Richards Library	114 th	45 th
Waterford Public Library	108 th	43 rd
Whitehall Free Library	114 th	45 th

* Clifton Park Halfmoon’s service area is split into two districts. Find your NYS Senator by searching with your address at <http://www.nysenate.gov/>.

New York State Assembly
<http://assembly.state.ny.us/>

District 107

Assemblyman Stephen F. McLaughlin (Republican)
mclaughlins@assembly.state.ny.us

Mortgage/Banking industry. Earned his MBA.

Committees: Committee on Social Services, Committee on Children and Families, Committee on Economic Development, Job Creation, Commerce and Industry, Committee on Education

Priorities: Employment, government spending, ethics, youth

Year elected: 2010

Libraries in District Cambridge Public Library

Local Office 258 Hoosick Street, Suite 109, Troy, NY 12180

Local Phone (518) 272-6313

Albany Office LOB 553, Albany, NY 12248

Albany Phone (518) 455-5777

Facebook <https://www.facebook.com/SteveMcNY/>

Twitter @stevemcny



District 108:

Assemblyman John T. McDonald (Democrat)
McDonaldJ@assembly.state.ny.us

President of Marra's Pharmacy in Cohoes. Earned his BS in Pharmaceutical Sciences and awarded a Doctorate of Humanity.

Committees: Subcommittee on Effective Treatment, Chair. Also sits on Committee of Alcoholism and Drug Abuse, Committee on Insurance, Committee on Aging, Committee on Cities, Committee on Mental Health, Committee on Real Property Taxation



Priorities: Equality for women, revitalization of neighborhoods and business districts, education, seniors, middle class, housing, health care

Year elected: 2012

Libraries in District Waterford Public Library

Local Office (none)

Local Phone (none)

Albany Office LOB 417, Albany, NY 12248

Albany Phone (518) 455-4474

Facebook

Twitter @johnmcdonald108

District 112

Assemblyman James Tedisco (Republican)

Educator. B.A in Psychology, Graduate degree in Special Education

Committees: Committee on Banks, Committee on Economic Development, Job Creation, Commerce and Industry, Committee on Racing and Wagering, Committee on Rules



Priorities: Animal cruelty, tax cap, farming industry, environment/sustainability, driver safety, children safety, government reforms

Year elected: 1982, Minority Leader 2005-2009

Libraries in District Ballston Spa Public Library, Town of Ballston Community Library, Clifton Park-Halfmoon Public Library, Galway Public Library

Local Office 636 Plank Road, Suite 101, Clifton Park 12065

Local Phone (518) 370-2812

Albany Office LOB 404, Albany, NY 12248

Albany Phone (518) 455-5772

Facebook <https://www.facebook.com/JamesTedisco/>

Twitter @JamesTedisco

District 113

Assemblywoman Carrie Woerner (Democrat)

woerner@assembly.state.ny.us

Software Industry. Earned her MBA

Committees: Chairs, Subcommittee on Agriculture Production and Technology. Sits on Committee on Agriculture, Committee on Local Government, Committee on Racing and Wagering, Committee on Small Business, Committee on Tourism, Parks, Arts and Sports Development, Legislative Women's Caucus.



Priorities: Agriculture, Women's rights, environment/sustainability, education, veterans

Year elected: 2014

Libraries in District Argyle Free Library, Easton Library, Fort Edward Free Library, Greenwich Free Library, Hudson Falls Free Library, Round Lake Library and Malta Branch, Mechanicville District Public Library, Bancroft Public Library, Saratoga Springs Public Library, Southern Adirondack Library System (headquarters), Schuylerville Public Library, Stillwater Free Library

Local Office 112 Spring Street, Suite 109 Saratoga Springs 12866

Local Phone (518) 584-5493

Albany Office LOB 323, Albany, NY 12248

Albany Phone (518) 455-3727

Facebook <https://www.facebook.com/carrie.woerner>

Twitter @AMCarrieWoerner

District 114

Assemblyman Dan Stec (Republican)

StecD@assembly.state.ny.us

Public servant/Veteran. BS in Chemical Engineering, MBA



Committees: Ranking Minority Member of the Committee on Environmental Conservation, Committee on Banks, Committee on Local Governments, Committee on Social Services, Committee on Tourism, Parks, Arts and Sports Development

Priorities: Environment, Tourism, Ethics, Education reform, Job growth, Veterans, 2nd Amendment protection, Gun-owner rights

Year elected: 2012

Libraries in District Bolton Free Library, Horicon Free Library, Town of Chester Public Library, Corinth Free Library, Crandall Public Library, Pember Library and Museum, Caldwell-Lake George Library, Hadley-Luzerne Public Library, Town of Johnsbury Library, Stony Creek Free Library, Richards Library, Whitehall Free Library

Local Offices 140 Glen Street, Glens Falls 12801/7559 Court St. Rm 203, Elizabethtown 12932

Local Phone (518) 792-4546/ (518) 873-3803

Albany Office LOB 940, Albany, NY 12248

Albany Phone (518) 455-5565

Facebook <https://www.facebook.com/AssemblymanDanStec>

Twitter @danstec

District 118

Assemblyman Marc W. Butler (Republican)

ButlerM@assembly.state.ny.us

Communications. BA in English

Committees Ranking Minority on the Assembly Economic Development, Job Creation, Commerce and Industry Committee, Committee on Rules, Committee on Agriculture, Committee on



Environmental Conservation, Committee on Higher Education, Committee on Insurance, Subcommittee on Agriculture Economic Development and Farmland Protection, Subcommittee on Export Trade

Priorities: Job growth, Agriculture, Education, 2nd Amendment protection, Gun-owner rights

Year elected: 2002

Libraries in District Town of Inlet Public Library, Town of Lake Pleasant Public Library, CVW Long Lake Public Library, Raquette Lake Free Library

Local Offices 33-41 E. Main Street, Johnstown 12095/235 North Prospect St, Herkimer 13350

Local Phone (518) 762-6486/(315) 866-1632

Albany Office LOB 525, Albany, NY 12248

Albany Phone (518) 455-5393

Facebook <https://www.facebook.com/AssemblymanButler>

Twitter

New York State Senate

<http://nysenate.gov>

District 43:

Senator Kathleen A. Marchione (Republican, Conservative, Independence Party)

marchione@nysenate.gov

Public Servant, Saratoga County Clerk.



Committees: Chair, Local Government. Sits on Finance, Consumer Protection; Veterans, Homeland Security and Military Affairs; Aging; Labor; Cultural Affairs, Tourism, Parks and Recreation; Heroin Task Force; Banks; Racing, Gaming and Wagering; Elections and Task Force on Lyme and Tick-Borne Diseases.

Priorities: Small businesses, tax relief, protection of the 2nd amendment, reforming state government, veterans, education, farmers/agriculture, private sector job creation, heroin and opioid abuse and addiction.

Year elected: 2012

Libraries in District Clifton Park-Halfmoon Public Library, Easton Library, Mechanicville District Public Library, Saratoga Springs Public Library, Southern Adirondack Library Systems (Headquarters), Schuylerville Public Library, Stillwater Free Library

Local Office 1 Halfmoon Town Plaza, Halfmoon 12065

Local Phone (518) 371-2753

Albany Office LOB 918, Albany, NY 12248

Albany Phone (518) 426-6985

Facebook <https://www.facebook.com/Marchione2012>

Twitter @kathymarchione

District 45:

Senator Betty Little (Republican, Conservative, Independence Party)

little@nysenate.gov

Educator, Real Estate. Elementary Education, College of St. Rose

Committees: Chair, Cultural Affairs, Tourism, Parks and Recreation. Sits on Rules, Energy and Telecommunications; Health; Crime Victims, Crime and Corrections; State-Native American Relations; Environmental Conservation; Education; Taskforce on Lyme and Tick-Borne Diseases; Finance.

Priorities: Consolidation of services, reform possession laws, invasive species, Adirondack Community Housing Trust, Timber Theft Law, Renewable energy and veterans.

Year elected: 2002

Libraries in District Argyle Free Library, Bolton Free Library, Horicon Free Library, Cambridge Public Library, Town of Chester Public Library, Fort Edward Free Library, Crandall Public Library, Pember Library and Museum, Greenwich Free Library, Hudson Falls Free Library, Caldwell-Lake George Library, Hadley-Luzerne Public Library, Town of Johnsburg Library, Stony Creek Fee Library, Richards Library, Whitehall Free Library

Local Office 5 Warren Street, Suite 3, Glens Falls 12801

Local Phone (518) 743-0968

Albany Office LOB 310, Albany, NY 12248

Albany Phone (518) 455-2811

Facebook www.facebook.com/SenatorBettyLittle

Twitter @bettylittle



District 49:

Senator Hugh Farley (Republican, Conservative, Independence Party)

farley@nysenate.gov

Educator. Juris Doctor degree

Committees: Chair of the Senate Committee on Libraries. Sits on Finance; Rule; Banks; Health; Social Services; Ethics; Education; Heroin Task Force; Task Force on Lyme and Tick-Borne Diseases.

Priorities: Libraries, Seniors, Privacy, Environment, Conservation, Banking and Finance regulation, Healthcare, Revitalization of service area

Year elected: 1976

Libraries in District Ballston Spa Public Library, Town of Ballston Community Library, Clifton Park-Halfmoon Public Library, Corinth Free Library, Galway Public Library, Town of Inlet Public Library, Town of Indian Lake Public Library, Town of Lake Pleasant Public Library, CVW Long Lake Public Library, Round Lake Library and Malta Branch, Raquette Lake Free Library

Local Office 199 Milton Avenue, Suite 4, Ballston Spa 12020/33-41 E. Main Street City Hall, Johnstown 12095

Local Phone (518) 7885-1920/ (518) 762-3721

Albany Office LOB 733, Albany, NY 12248

Albany Phone (518) 455-2271

Facebook <https://www.facebook.com/hugh.farley.5>

Twitter



Governor Andrew M. Cuomo (Democrat)

<https://www.governor.ny.gov/>

Lawyer. Juris Doctor degree

Priorities: Education, Energy, Protecting NY Workers

Year Elected: 2010

Office NYS State Capitol Building, Albany 12224

Phone (518) 474-8390

Facebook <https://www.facebook.com/GovernorAndrewCuomo>

Twitter @NYGovCuomo



Lieutenant Governor Kathy Hochul

Lawyer. Juris Doctor degree

Year Elected: 2014

Office NYS State Capitol Building, Albany
12224

Phone (518) 474-8390

Facebook <https://www.facebook.com/ltgovhochulny>

Twitter @LtGovHochulNY



United States Senators for New York



Kristen Gillibrand (Democrat)

<http://www.gillibrand.senate.gov/>



Chuck Schumer (Democrat)

<http://www.schumer.senate.gov/>

County Legislature

[Hamilton County Board of Supervisors](#)

[Saratoga County Board of Supervisors](#)

[Warren County Board of Supervisors](#)

[Washington County Board of Supervisors](#)

Protocols for Meeting with Legislators

1. Be on Time and Prepared

Legislators are busier than most folks and often have multiple appointments and time commitments in a day. Being prompt allows you more time with the legislator to get your points across. Being prepared is essential to getting your message across; rehearse ahead of time what you are going to say, bring materials from NYLA's website, and information available from other reliable sources that backs up your statements. If you have any questions about what to say or how to say it, please do not hesitate to email or call NYLA's Executive Director at director@nyla.org or (518) 432-6952.

2. First Impressions

The first thing you should say is "thank you" for being a library supporter. Most legislators are part of the silent majority that support libraries, or have given member items to local libraries or supported increased funding for schools. The purpose of the advocacy is to get them to convert their silent support into a more active and visible role, like speaking up in conference (meetings with their fellow senators or assemblymembers of the same political party) or writing letters to their legislative leadership (i.e., the speaker or majority leader).

3. Roles of Advocates

If you are going to see a legislator with a group of colleagues, try to bring a diverse group of constituents, i.e., public, school, academic library personnel. Someone should be appointed to be the meeting facilitator, who speaks first, introduces folks, designates certain members to speak on particular issues of expertise and wraps up the meeting. Another advocate should be designated the note taker, who records what happened at the meeting and the legislator's response. This person should also record any additional information that needs to be sent to the legislator or follow-up taken by NYLA.

4. Meeting Tone

Advocates are there to educate legislators about the issues and not to berate or lecture them. Remember that honey always works better than vinegar. You want to educate

them about the lack of adequate state funding for libraries and what that means to their local public libraries, library systems, school libraries and academic/research libraries. Never get belligerent or angry. You can express frustration and disappointment at the lack of proper funding for libraries, but do not get mad at the legislator.

5. Stay on Message

Many legislators like to talk about their involvement with libraries, or how they know someone involved in libraries, and that is fine and can be helpful if you are able to make a personal connection with the legislator (i.e., legislator's cousin works in your library or their son is a student in member's school, etc.). However, do not let too much of your limited meeting time be used to talk about these pleasantries. You need to bring the conversation politely back to your message of wanting the legislator to take action in support of additional funding for libraries.

6. Leave on a Positive Note

As you wrap up the conversation, make sure you repeat one last time what action you hope the legislator will take and then thank them for meeting with you and their past support for libraries. Also make sure you leave them any written material you brought that backs up your point of view.

7. Follow-Up

Follow-up is key to successful grassroots advocacy efforts. The meeting facilitator should send a thank you note to the legislator for meeting with them and include any additional information the legislator requested. A record of the meeting should be sent to NYLA's Executive Director (director@nyla.org) for follow-up in Albany, so we know which Legislators have already been spoken to and who needs further attention.

New York Library Association

6021 State Farm Road

Guilderland, NY 12084

(http://www.nyla.org/max/4DCGI/cms/review.html?Action=CMS_Document&DocID=493&Time=-2076068250&MenuKey=advocacy)

Generic Thank You Letter (After Advocacy Day)

March 3 2016

Assembly Member

Room 123 LOB

Albany, NY 12248

Dear Assembly Member,

Thank you for taking the time to meet with our group of library supporters on Library Advocacy Day, March 2, 2016. We appreciate the interest and the feedback that you were able to provide. We know that you are facing the very difficult challenge of getting New York moving forward on a stable fiscal platform, and we want you to know that New York's libraries and library systems are now, and will continue to play, an important role in that process.

We know that you understand that libraries are essential for all New Yorkers for the work they do every day in employment assistance, small business support, early childhood education, and connecting all New Yorkers to the digital world. We know that you appreciate that library systems are the foundation of the network that connects all New York's libraries to all New Yorkers. We need your help to ensure that libraries and library systems are able to continue to serve as models of resource sharing and collaboration, and that they are supported at realistic and appropriate funding levels.

We urge the Assembly to demonstrate that they value New York's libraries by advocating for a full restoration of library aid to \$102.4 million. We look forward to supporting you and your Assembly colleagues in making a positive difference for libraries in this year's budget negotiations.

If you have questions or would like to visit any of our member libraries to witness for yourself the transformative work being done in your district every day, please feel free to contact me and I will be happy to make those connections for you.

Thank you for your caring and committed service to your constituents and most of all thank you for your support in our efforts to keep libraries and library systems working for all New Yorkers.

Sincerely,

[Generic Thank You Letter \(Senate Bullet Aid\)](#)

November 10, 2015

Senator

Room 123 LOB

Albany, NY 12248

Dear Senator,

On behalf of the Board of Directors of the [library name], I want to thank you for providing \$[amount] of funding via FY2015-16 Bullet Aid.

This funding recognizes the important role that [library name] plays in our community, from helping people to find jobs to offering free cultural programs and reading materials to families looking to save money.

Your support demonstrates that your understanding that the library serves as a cornerstone of the community, and that it can continue to thrive only if provided with adequate funding.

We look forward to working with you during the 2016 Legislative Session to advance the library community across New York State.

Sincerely yours,

Your Name

Title

Advocacy Resources

New York State

[NYLA Action E-List Signup](#)

[Protect NY Libraries](#)

[New Yorkers for Better Libraries](#)

[New York Library Association: Advocacy](#)

National

[Public Library Association: Turning the Page](#)

[American Library Association: Advocacy and Legislation](#)

[Cultivating Your Local Notables Toolkit](#)

[Frontline Advocacy Toolkit](#)

[Libraries Change Lives](#)

[EveryLibrary.org](#)

[ILoveLibraries.org](#)

[GeektheLibrary.org](#)

Organizations

[New York Library Association](#)

[Library Trustee Association](#)

[United for Libraries](#)