



Advocacy Guide

2019

Southern Adirondack Library System
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www.sals.edu

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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 99% of SALS funding, and the infrastructure SALS provides to enable 34 libraries to share resources and costs they cannot afford individually. The SALS 2018 budget is based on a 5.45% cut from full funding as required by law.

2019 Legislative Priorities

Increasing Democratic Engagement through Adaptive Library Services--\$200M for Statewide Library Aid

- Persistent failure to fund the State Library Aid program has disenfranchised millions of vulnerable New Yorkers who lack access to information resources and trusted, community-based information professionals
- Access to information is a fundamental human right—information inequality plagues vulnerable, marginalized, and historically oppressed populations—NY's failure to act risks creation of a permanent "digital underclass"
- NYS must guarantee information equity for all New Yorkers through aggressive investment in library services.

Building Sustainable Communities--\$75M for Library Capital Infrastructure Improvements

- Local public libraries require immediate, significant state investment to accommodate advances in IT infrastructure and energy efficient technologies, and to increase accessibility for all patrons
- The most recent available data provided by the New York State Education Department's Division of Library Development (DLD) documents an existing \$1.7B in capital needs statewide
- The Public Library Capital Aid Program provides an immediate and efficient return on investment while boosting local economics; since 2007,, state investment has leveraged more than %580M in local funding—a 5:1 return
- Funding for the Public Library Capital Aid Program remained stagnant for a decade prior to recent investment; the accumulated capital needs forced the sale of library buildings, and has eroded operating funds for library services

Libraries Count: Census 2020--\$40M for Library –Based Complete Count Initiatives

- The 2020 census will be conducted primarily online for the first time, threatening a catastrophic undercount

- In NYS, Studies show that populations historically subject to undercounting—low-income households, New Americans, and communities of color—disproportionately lack broadband internet access at home
- An 2020 undercount threatens our state budget & federal representation; in FY2019, NYS received \$60B in federal funding through population-based formulas & the 2010 undercount cost NY two Congressional seats

Equitable Access for all New Yorkers

Equal Access to School Libraries and Librarians

Current law denies primary students their basic right to instruction in information sciences. Secondary students often lack competent instruction due to easily circumvented SED regulations. Inadequate instruction in information sciences diminishes college-readiness, restricts career opportunities in the modern economy, and dissuades meaningful participation in civic life.

Transparent Contracting with Educational Institutions

Aggressive confidentiality clauses and strict nondisclosure provisions force taxpayer-funded educational institutions into adhesion contracts and exorbitant pricing structures with corporate vendors—even when the accessed content is wholly funded with taxpayer dollars.

Universal Access to Library Construction Aid Program

Small and rural public libraries in dire need of capital improvements are disproportionately disadvantaged by the Public Construction Aid Program's requirements. Providing public library systems with greater discretion to award capital grants will broaden opportunities to address our state's aging public libraries.

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.
- ❑ 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	112 th and 113 th	43 th and 49 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 and Saratoga Springs Public Libraries service area is split into two districts.

New York State Assembly

<http://assembly.state.ny.us/>

District 107:

Assemblyman Jake Ashby (Republican)

AshbyJ@nyassembly.gov

Served in the US Army Reserves for 8 years. Has worked as an occupational therapist and rehabilitation director for 15 years and works as an instructor at Maria College in the Occupational Therapy Assistant Dept.

Committees: Member of Committees on Aging; on Health; Higher Education; Tourism, Parks, Arts and Sports Development; and Veterans' Affairs.

Priorities: Repealing the SAFT ACT, 2nd Amendment, care & support for returning service members, infrastructure including water issues, and small business

Year elected: 2018

Libraries in District Cambridge Public Library

Local Office 258 Hoosick St, Suite 109 Troy, NY 12810

Local Phone (518) 272-6149

Albany Office LOB 720, Albany, NY 12248

Albany Phone (518) 455-5777

Facebook <https://www.facebook.com/jashby4NYS107/>

Twitter [@JakeCAshby](https://twitter.com/JakeCAshby)



District 108:

Assemblyman John T. McDonald (Democrat)

McDonaldJ@nyassembly.gov

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

Committees: Member of Committees on Alcoholism and Drug Abuse; Higher Education; Insurance; Local Governments; Ways and Means; and Real Property Tax Issues



Priorities: Local government, healthcare, and small business; as well as working on the issues that affect households across our state including taxes, jobs, education, and healthcare.

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) 455-4727

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

Twitter [@johnmcdonald108](https://twitter.com/johnmcdonald108)

District 112

Assemblywoman Mary Beth Walsh (Republican)

walshm@nyassembly.gov

She has been a practicing attorney for more than 25 years, most recently served as Saratoga Assistant County Attorney, and the Town of Edinburg Attorney.



Committees: Member of Committees on Education; Ethics and

Guidance; Judiciary; Libraries and Education Technology; Mental Health; and Woman's Caucus

Priorities: Ethics reform, tax cuts, de-regulation, financial aid, education reform, children, middle-class

Year elected: 2016

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

Local Office 199 Milton Ave, Suite 3-4 Ballston Spa, NY 12020

Local Phone (518) 884-8010

Albany Office LOB 725, Albany, NY 12248

Albany Phone (518) 455-5772

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

Twitter [@MBWalsh112](#)

District 113

Assemblywoman Carrie Woerner (Democrat)

woerner@nyassembly.gov

Software Industry. Earned her MBA

Committees: Chairs, Subcommittee on Agriculture Production and Technology. Sits on Committees on Agriculture; Local Governments; Racing and Waging; Small Business; Tourism, Parks, Arts and Sports Development; Rural Resources; Women's Caucus; and Task Force on Women's Issues.

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 205 Saratoga Springs 12866

Local Phone (518) 584-5493

Albany Office LOB 502, Albany, NY 12248

Albany Phone (518) 455-3727

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

Twitter [@AMCarrieWoerner](#)

District 114

Assemblyman Dan Stec (Republican)

StecD@nyassembly.gov



Public servant/Veteran. BS in Chemical Engineering, MBA

Committees: Member of Committees on Economic Development, Job Creation, Commerce and Industry; Environmental Conservation; Local Governments; Social Services; and 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 Johnsburg 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 439, Albany, NY 12248

Albany Phone (518) 455-5565

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

Twitter [@danstec](#)

District 118

Assemblyman Robert Smullen (Republican)

smullenr@nyassembly.gov

Retired Marine.

Committees: Member of Committees on Banks; Children and Families; Economic Development, Job Creation, Commerce and Industry; Environmental Conservation; and Libraries and Education Technology.



Priorities: Taxes, regulation of economy and liberty, Veterans.

Year elected: 2018

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

Local Office 41 E. Main Street, Room 108 City Hall Johnstown 12095/235 North Prospect St, Herkimer 13350

Local Phone (518) 762-1427/(315) 866-1632

Albany Office LOB 527, Albany, NY 12248

Albany Phone (518) 455-5393

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

Twitter [@](#)

New York State Senate

<http://nysenate.gov>

District 43:

Senator Daphne Jordan (Republican, Conservative, Independence Party, Reform Party)

jordan@nysenate.gov

Small Business, Member of Halfmoon Town Board.



Committees: Ranking member on Racing, Gaming and Wagering. Member of Agriculture; Banks; and Ethics and Internal Governance.

Priorities: Tax relief, economic development, reforming state government, first responders, and veterans.

Year elected: 2018

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, Waterford Public Library

Local Office

Local Phone

Albany Office LOB 508, Albany, NY 12247

Albany Phone (518) 455-2381

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

Twitter [@NYSenatorJordan](https://twitter.com/NYSenatorJordan)

District 45:

Senator Betty Little (Republican, Conservative, Independence Party)

little@nysenate.gov

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

Committees: Ranking member on Education. Also member of committees on Environmental Conservation; Cultural Affairs, Tourism; Parks and Recreation; Finance; Health; Housing, Construction and Community Development; and Rules.

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, Bancroft Public 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 Free 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 12247

Albany Phone (518) 455-2811

Facebook www.facebook.com/SenatorBettyLittle

Twitter [@bettylittle](https://twitter.com/bettylittle)



District 49:

Senator James Tedisco (Republican, Conservative)

tedisco@nysenate.gov

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



Committees: Ranking member on Children and Families. Also member of committees on Consumer Protection; Banks; Social Services; and Alcoholism and Substance Abuse.

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

Year elected: 1982, Minority Leader 2005-2009 (Assembly), 2016 Senate

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, Saratoga Springs Public Library

Local Office 636 Plank Road, 2nd Floor, Clifton Park 12065

Local Phone (518) 885-1829

Albany Office LOB 515, Albany, NY 12247

Albany Phone (518) 455-2181

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

Twitter [@JamesTedisco](https://twitter.com/JamesTedisco)

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](https://twitter.com/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](https://twitter.com/LtGovHochulNY)



United States Representatives

Senate

Charles "Chuck" Schumer -- Senior Senator



Kristen Gillibrand – Junior Senator



House of Representatives

Paul Tonko NY 20th District



Elise Stefanik NY 21st District



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 2019

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, February 27th 2019. 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 an increase in statewide library aid. 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, 2018

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 FY2019-20 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 2020 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](#)