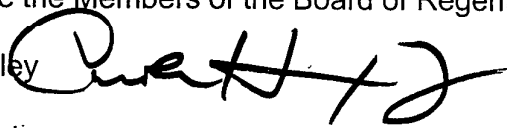




THE STATE EDUCATION DEPARTMENT / THE UNIVERSITY OF THE STATE OF NEW YORK / ALBANY, NY 12234

TO: The Honorable the Members of the Board of Regents

FROM: Carole F. Huxley 

COMMITTEE: Cultural Education

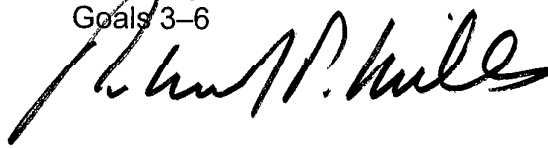
TITLE OF ITEM: *New Century Libraries: Advocating for 21st Century Library Services for New Yorkers*

DATE OF SUBMISSION: January 13, 2003

PROPOSED HANDLING: Discussion

RATIONALE FOR ITEM: To Review, Revise, and Strengthen the *New Century Libraries* Advocacy Plan

STRATEGIC GOAL: Goals 3-6

AUTHORIZATION(S): 

SUMMARY: The Office of Cultural Education and the State Library, Commissioner Mills and Chancellor Bennett have been collaborating with growing numbers of library supporters and organizations to ensure that the *New Century Libraries* legislative initiative will be enacted. In partnership with the New York Library Association and other organizations, the State Library brought together advocates from across New York in the first Statewide Library Advocacy Leadership Meeting on May 17, 2002, as an important step in creating a statewide advocacy coalition.

In February 2003, regional follow-up sessions in Buffalo and Long Island will provide inspiration, expand recruitment efforts, and train new and experienced advocates. We will use these forums to explore ways to strengthen the Regents role as informal advocates and develop strategies for forming partnerships with influential groups and individuals who will help carry the *New Century Libraries* message.

As we discussed last September, the Regents contribute invaluable expertise and authority to the effort. Your advocacy on behalf of this priority legislation is critical to the future of library services in our State. An overview of the *New Century Libraries* 2003-2004 Regents Advocacy Plan for Libraries is attached.

Attachment

Overview: *New Century Libraries* 2003–2004 Regents Advocacy Plan for Libraries

- The advocacy plan outlines activities of the State Education Department (the Board of Regents, the Commissioner, the Office of Cultural Education, and other SED advocacy partners) in support of the Regents *New Century Libraries* legislative initiative.
- *New Century Libraries* will invest \$107 million in New York's libraries to realize the vision of the Regents Commission on Library Services and implement the Commission's ten recommendations for statewide library services in the 21st century.
- The long-term goals of the plan are to secure funding and ongoing support in both the Governor's Office and the Legislature, and to secure enthusiasm and continuing support from the people of New York State, the library and education communities, the business community and other stakeholders.
- Advocacy activities of the Regents and Regents Committees include:
 - ~ Speaking about the important role that *New Century Libraries* plays in education, the economy, and the community in all presentations to business, civic, educational, and community groups.
 - ~ Building partnerships with educational, business, and civic organizations to expand and advance advocacy efforts.
 - ~ Recruiting individuals of influence to carry the advocacy message.
 - ~ Seeking formal endorsements to strengthen the *New Century Libraries* advocacy alliance.
 - ~ Supporting expansion of advocacy programs and materials, e.g., expansion of the *New Century Libraries* Toolkits to all types of libraries.
 - ~ Seeking funding to help advance specific initiatives.
 - ~ Seeking the support of legislative leaders and local representatives in the Legislature.
 - ~ Visiting libraries and meeting with educational leaders across the State to increase awareness and encourage advocacy.
 - ~ Participating in statewide and regional advocacy meetings.
- Two advocacy meetings (Buffalo and Long Island) in February will focus on regional library advocates, including school administrators, library leaders, trustees, and Friends from all area libraries. These full-day, follow-up sessions to the May 17, 2002, Statewide Library Advocacy Leadership Meeting will feature discussions of advocacy partnerships led by Commissioner Mills and members of the Board of Regents, training for new and experienced advocates, and information from the New York Library Association (NYLA).
- Advocacy information, communications, and training, supported by the State Library, NYLA, and other advocacy partners, are available in a variety of media, and encompass programs, conferences, outreach, and promotional toolkits. Targeted audiences include the general public, the education community, the business community, the library community, and governmental organizations at all levels.
- The *New Century Libraries* Legislative Advocacy Team (LAT) will assess progress of advocacy efforts through interim checks on the number of legislators who indicate support for the *New Century Libraries* bill and the number of organizations that take action in support of the bill.