

System Funding Advocacy Plan

A Proposal for SRLAAW and the Regional Library Systems in Wisconsin

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GOALS:

Short term (next biennium): 9.1% over base (2004), 14.1% over base (2005)

Long term (future bienniums): 13.00% funding as prescribed by statute

ORGANIZATIONAL COMPONENTS (who is directly involved in planning and implementation?):

System and Resource Library Administrators Association of Wisconsin
Systems' directors and staff
Systems' boards/trustees
Member libraries' directors

ALLIES (who might assist us?):

DPI/DLTCL
Municipal and county officials (elected and appointed)
Member libraries' trustees
Wisconsin Library Association
Wisconsin Parents Association
Wisconsin Counties Association
League of Municipalities
Alliance of Cities
Wisconsin Educational Media Association
Friends of Wisconsin Libraries

OPPONENTS (who/what might work against us?):

Anti-tax movement
State fiscal realities
Other agencies/departments seeking state funding

TARGETS (who do we need to reach/convince?):

Governor
Secretary of Department of Administration
Joint Committee on Finance
Elected Senate and Assembly leaders
Newly elected legislators
Other influential legislators, particularly those with a sympathetic ear (and/or key committee assignments)
The Legislature

OUR MESSAGE:

Library service is crucial to economic, educational, and personal development of our citizens and communities, as well as to the preservation of democracy; public library systems are the state's component to assure the health and continuation of library service. The statutorily prescribed 13% funding is needed to preserve library systems.

TACTICS/STRATEGIES:

- with coordination and insistence from SRLAAW, distribute the message throughout EVERY library system region, and to EVERY legislator in Wisconsin;
- utilize system trustees to reach out to local library boards, county boards, and other local officials (note the SCLS advocacy training model);
- commit system staff to coordinate actions within each regional area;
- utilize member libraries' staff to generate a specified response from local trustees and library users;
- explain 1) what benefits library users receive from systems, and 2) what has been lost already and will be lost in the future if funding remains inadequate.

TIMELINE: December 2002 to December 2003

This timeline addresses the short term goal; the expectation is that the proposed structure implemented over the next year can stay in place and be utilized for future initiatives to obtain the long term goal.

(Adopted by SRLAAW as revised, December 4, 2002)