

RESPONDING TO ADVOCACY ISSUES



Canadian Federation of Library Associations

AN ISSUE HAS BEEN IDENTIFIED

Is it a national issue?

YES
CFLA will respond on behalf of OLA.

NO
It is a provincial advocacy issue.

No further action should be taken.

What action should the association take?

MONITOR
for changes and needs for action.

1 ALERT
relevant board & council members.

2 INFORM
members of the situation.

3 PARTNER
with other organizations.

4 IDENTIFY
the correct spokesperson.

5 RESPOND
using appropriate tactics.

No action may be required at this time, however, the situation may change in the future. Connect with relevant members and monitor the situation in the media. If the status of the issue changes, it will need to be reevaluated.

Have relevant staff and committee members been briefed on the situation?

Use email and social media to inform members of the issue, and what OLA's plan of action is.

Should OLA co-respond with another organization? Should OLA support another organization's response?

Identify the need to partner and the appropriate organizations to partner with.

A spokesperson should be briefed on the situation and will lead public responses as necessary.

The response should be aligned with OLA's advocacy approach: value, influence, positioning and engagement (not adversarial).

SELECTING THE APPROPRIATE ACTION / TACTIC

Media release	Research
Press conference	Position statement
Correspondence (letter)	Information brief
Correspondence (call)	Call to action
Meeting request	Develop a longterm strategy

QUESTIONS TO CONSIDER

Is the issue within the scope of OLA's government relations plan?

Does the issue align with OLA's values and position statement?

Is this an issue impacting a specific library sector?
Connect with council and related associations.

CHOOSING YOUR SPOKESPERSON

The spokesperson can be the OLA President (OLA Board), Divisional President (Council), Committee Chair, or the OLA Executive Director. The position with the most knowledge and greatest influence should respond.

The proposed spokesperson should not have any conflict of interest regarding the situation, and should be known and aligned with the subject/sector (reputation).