RESPONDING TO ADVOCACY ISSUES

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.

What action should the association take?

MONITOR
for changes and needs for action.

No further action should be taken.

ALERT
relevant board & council members.

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

INFORM
members of the situation.

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

PARTNER
with other organizations.

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.

IDENTIFY
the correct spokesperson.

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

RESPOND
using appropriate tactics.

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

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).

SELECTING THE APPROPRIATE ACTION / TACTIC

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