

ILA Strategic Plan 2004/05-2006/07

Objective 3: Increase membership participation in advocacy activities and training opportunities.

To further this objective the Public Relations and Advocacy committees will:

1. Recommend and/or secure an advocacy speaker for the annual conference, and provide advocacy training sessions at regional and annual conferences

Objective 4: Increase members' use of the ILA website and LibIdaho as an advocacy resource

To further this objective the Public Relations and Advocacy Committee will:

1. Regularly submit items related to advocacy to be posted to the ILA Advocacy webpage, and send electronic alerts to announce the new items
2. Submit regular advocacy alerts using electronic distributions when appropriate
3. Send an annual mailing regarding advocacy training and roundtable events to ILA members
4. Annually identify and post to the ILA website the name of supporters who can speak on library issues in each region of the state. Identify at least one spokesperson in each region in 2005/06. Share list with press and media annually.

Objective 6: Increase public awareness of library issues and services

To further this objective the Public Relations and Advocacy Committee will:

1. Collaborate with the *Northern Rockies News Service* to ensure the library story reaches the Idaho public