



# **Year Round Library Advocacy & Library Advocacy in 2026**

**November 5, 2025**

# What are Advocacy & Lobbying?

- **Broad Definition:**

- The act or process of supporting a cause or proposal

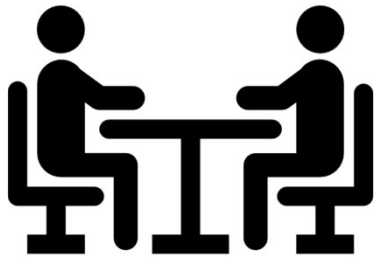
- **Our Definition:**

- Getting those with the institutional power needed to materially support libraries to take actions that do so.

# How Do We Advocate?

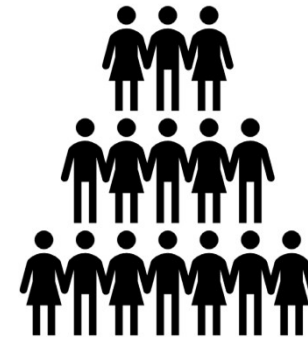
## • Direct Advocacy

- Direct, one-on-one communication/interaction with the target of your advocacy.



## • Grassroots Advocacy

- Activating stakeholders and other interested parties in support of advocacy goals.



# What Do We Advocate For? Who Do We Advocate To?

- **Local Government/Institutions**

- Local funding/budget votes, local priorities, internal advocacy

- **State Government**

- State Budget - Library Aid, Construction Aid, Library Materials Aid, NOVELny, etc.
- Majority of laws, policies, and regulations of consequence for libraries/education

- **Federal Government**

- IMLS/Library Services & Technology Act funding, education funding and policy, special programs
- [ALA](#)

# What is NYLA's Role in Advocacy?

- Legislative Committee
- Annual Budget & Legislative Priorities
- Coordination of Statewide Advocacy & Lobbying Strategies/Efforts
- Direct & Grassroots Lobbying



# What is Your Role in Advocacy?

- **Participate in Development of Priorities & Perspectives**

- Communicate with Legislative Committee Representatives for your Sections
- Submit ideas for consideration

- **Regionally Targeted Direct Advocacy & Lobbying**

- Building relationships with your elected officials
- Establishing local context for statewide issues

- **Facilitating Grassroots Advocacy & Lobbying**

- Cultivating local advocate networks
- Leveraging networks to boost statewide efforts

# 2026 Legislative Session



# Quick Facts:

## • Executive Branch

### • Governor Kathy Hochul

- Party: Democratic
- From: Buffalo, NY
- Since: 2021

## • Legislative Branch

### • New York State Senate

- Districts: 63
- Majority: Democratic
- Leadership: Majority Leader Andrea Stewart Cousins

### • New York State Assembly

- Districts: 150
- Majority: Democratic
- Leadership: Speaker Carl Heastie



## New York State Legislative Session Calendar

January — June 2026

The New York State legislative session calendar establishes a schedule for the 2026 legislative session and provides dates important to the legislative process. The session calendar is intended to afford Members flexibility in conducting legislative business in Albany and planning activities within their home districts. The session calendar will foster orderly and timely consideration of legislation. Unforeseen events may require modification of the session calendar.



JANUARY						
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FEBRUARY						
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MARCH						
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JUNE						
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January 7 2026 Legislative Session convenes  
 January 19 Martin Luther King, Jr. Day  
 January 20 Final Day for Submission of Executive Budget

February 16 Presidents' Day  
 April 1 Beginning of new Fiscal Year  
 May 25 Memorial Day

Indicates session day



# Committee Assignments

## • Assembly Libraries & Education Technology

- AM Robert Carroll (Chair)
- AM Patrick Chludzinski (Ranker)
- AM Michaelle Solages
- AM Karen McMahon
- AM Jen Lunsford
- AM Dana Levenberg
- AM Jordan Wright
- AM Larinda Hooks
- AM Andrea Bailey

## • Senate Libraries

- Sen. Siela Bynoe (Chair)
- Sen. Dean Murray (Ranker)
- Sen. Jabari Brisport
- Sen. Brad Hoylman-Sigal
- Sen. Sean Ryan
- Sen. Jose Serrano
- Sen. Jim Tedisco

# Budget vs. General Legislation

## • New York State Budget

### • Includes:

- State Library Aid, Library Construction Aid, Library Materials Aid, NOVELny, spending-related policy (AKA Article VII Bills)

### • Timeline:

- Budget Development – Summer/Fall
- Executive Budget – Jan./Feb. (Jan. 21, 2025)
- One-House Budgets – March (March 11, 2025)
- Enacted Budget – Due April 1st

## • General Legislation

### • Includes:

- New laws or changes to existing laws

### • Timeline:

- Legislative Session – Jan. to June.
- Post Budget Push – April to June
- Governor Action – As late as Dec. 31<sup>st</sup>

## FY 2026 Budget Requests & Enacted

Request	FY2024 Enacted Budget	FY2025 Enacted Budget	NYLA Request	FY 2026 Enacted Budget
Library Operating Aid	\$99.6M	\$103.852	\$176.8M	\$106.325M
Library Construction Aid	\$34M	\$44M	\$175M	\$44M
Library Materials Aid	\$6.25/pupil	\$6.25/pupil	\$11.33/pupil	\$6.25/pupil
NOVELny	N/A	\$3M	\$3.1M	\$3M

## NYLA FY 2027 Budget Requests

- State Aid for Libraries: **\$181.32 million**
- State Aid for Library Construction: **\$175 million**
- NOVELny: **\$3.1 million**
- Library Materials Aid: **\$11.33/pupil**
- Cultural Education Fee: **\$30/transaction**

# NYLA 2026 Non-Budget Legislative Priorities

## • Intellectual Freedom

- Safeguard intellectual freedom in all library settings.
- Pass the Open Shelves Act – [S.1100-A \(May\)/A.3119-B \(Kelles\)](#)

## • eBook Licensing Reform

- Advance legislation to rectify issues making purchase and licensing of electronic materials exorbitantly expensive and maintenance of collections unsustainable. Pass [A.3589](#) (Carroll)

## • Media Literacy

- Advance legislation to promote Media Literacy education in schools and to solidify the existing role of Certified Library Media Specialists as leaders in the discipline. Working with School Librarian Working Group & relevant stakeholders on strategies for moving forward.

## • Civil Service Reform

- Pursue legislation to break down existing barriers to library staffing present in Civil Service.
- Long-term goals include continuous recruitment, standard grading metrics, exam modernization, fixing issues with retention from provisional to permanent appointment, lowering barriers to part-time hiring, and more.

# Advocacy Quick Tips - Continuous Advocacy

- **Effective Advocacy is intentional, dynamic, and continuous**
- **Build Relationships with Elected Officials**
  - [Assemblymember Lookup](#)
  - [Senator Lookup](#)
- **Develop Your Advocacy Network**
  - Members of the library community, patrons, community partners, etc.
- **Utilize Digital Advocacy**
  - [NYLA Website](#)
  - [NYLA Take Action Campaigns](#)
  - [Digital Advocacy 101](#)

# Advocacy Quick Tips - Meetings

- **Have a plan & review plan with all participants**
  - Objectives, roles, elevator pitch, examples, etc.
- **Reinforce main requests with illustrative examples and personal experiences.**
  - *What will happen for your library/system if funding remains stagnant?*
  - *What can you do with a significant increase in funds?*
- **Balance being memorable with being concise.**
- **Finish by underlining your main points, saying thank you, and obtaining any contact information necessary to follow up.**

## Important Dates

- **February 2, 2026: NYLA Pre-Advocacy Day in Albany**
- **February 3, 2026: NYLA Library Advocacy Day in Albany**
- **May 19, 2026: NYLA Spring on the Hill in Albany**



# **Year-Round Advocacy**

**December 5, 2025: Southern Tier Library System**



**Lisa Kropp, Director  
Lindenhurst Memorial Library, NY  
ALA Chapter Relations Committee**

# Evolution of Advocacy

**Post-pandemic, we saw a need to change the way we approached advocacy and we evolved to adapt.**

- Advocacy moved outward from the administrative & trustee level to include staff and friends groups.

**Twice a Year Advocacy vs. Everyday Advocacy.**

- Moving from a model where advocacy was semi-annual with fixed, pre-planned events to where it is now continuous throughout the year.
- Developed an advocacy plan to do outreach and interact on a more regular basis.
- Keep regular contact with elected officials outside of advocacy needs.

**Lack of cohesive marketing and outreach led to new approaches:**

- Created the My Public Library Campaign, giving the general public a voice.
- SCLS hired a marketing coordinator and a government relations coordinator who work together to hone messaging and strategy.



# Long-term Success:

## Make advocacy a year-round activity

- Get to know your elected officials and their team.
- Host legislative breakfasts in your library.
- Invite legislators to events like Summer Reading kick-offs, concerts, programs for veterans, etc. Share on socials.
- Open meeting room space for legislators to host mobile office hours with constituents in the library.
- Co-sponsor events like emergency preparedness, Narcan trainings, or recreational free events for the community.
- Send releases to local officials' offices.
- Be a friendly face. Show up to community events where you know elected officials will also be and say "hello."

# Build Relationships in Your Community

## **NEIGHBORS**

Start small, build a rapport! These can be your personal connections, regular library users, and local business owners in close proximity to the library.

## **COMMUNITY LEADERS**

Join your local community groups like the Lions, Rotary, Chamber of Commerce or civic associations. Be an active member.

## **MEDIA CONTACTS**

Befriend local reporters, exchange phone numbers, read their paper, compliment their work on community issues, and reach out with newsworthy items.

## **ELECTED OFFICIALS AND STAFF**

Remember to touch base with elected officials and get to know their team.



# Anyone can be an advocate!

- Get ready—advocacy can happen anywhere and anytime.
- Develop a clear and concise message around the issues you care about.
  - This is your elevator pitch—keep it short and sweet!
- Personalize & Illustrate It
- Weaving data and statistics into your storytelling can help drive home your message.
- Established relationships with organizations, officials, schools, etc., will help you get the message out, especially when it counts.



## A good elevator pitch is...

**Short**



30-45 seconds  
or 75-100 words

**Personalized**



Catered to what is most  
important to the audience

**Interesting**



Storytelling, emotion, or  
compelling data

**Confident**



But not arrogant!



# Engaging Friends of the Library

- Friends have POWERFUL voices and stories to share
- They can make phone calls, send letters,
- Have them attend Advocacy Day or meet locally with elected officials
- Friends can “share their why” on their own social media accounts, and can support the library’s social media be engaging with content
- Other agencies or organizations to treat like “Friends” when it comes to advocacy: Local PTA units, Scout troops, Library power users – are they members of your Friends of the Library if you have one?

# My Public Library

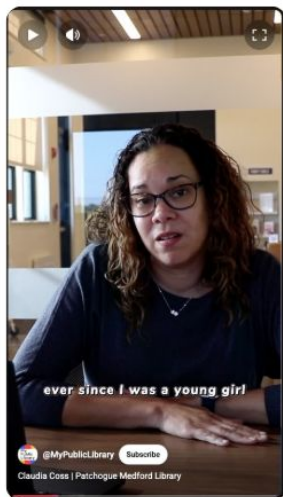


A coordinated social media  
campaign throughout  
Suffolk County Libraries



## VIDEO

60-second or less video for Instagram Reels, YouTube Shorts & TikTok.



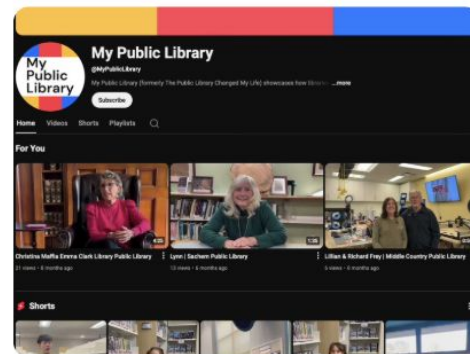
## PHOTO

Photo with a pull quote.



## BEYOND

The YouTube channel serves as a hub for the videos.







My  
Public  
Library



My  
Public  
Library



"Riverhead Free Library has been a **tremendous asset** to me. As a disabled veteran, I've always found excellent support here and access to all the resources I need, no matter what I'm looking for."

**Curtis**  
Riverhead Free Library

#MyPublicLibrary

# TAKE ACTION FOR LIBRARIES!

➤ Eliminating the Federal Institute of Museums and Library Services (IMLS) and **defunding libraries would have a lasting negative impact on our communities** and force libraries in Suffolk County to address service cuts.

➤ IMLS supports and funds many of the crucial community services libraries provide; things like e-books, summer reading, cultural programming, technology, job and career resources, and funding of critical library infrastructure projects. **Cuts would put all of these services at risk.**

TELL CONGRESS  
**NOT TO DEFUND**  
**LIBRARIES!** 

[www.LiveLibrary.com/TellCongress](http://www.LiveLibrary.com/TellCongress)



Scan QR Code  
for contact info

# TAKE ACTION FOR LIBRARIES!

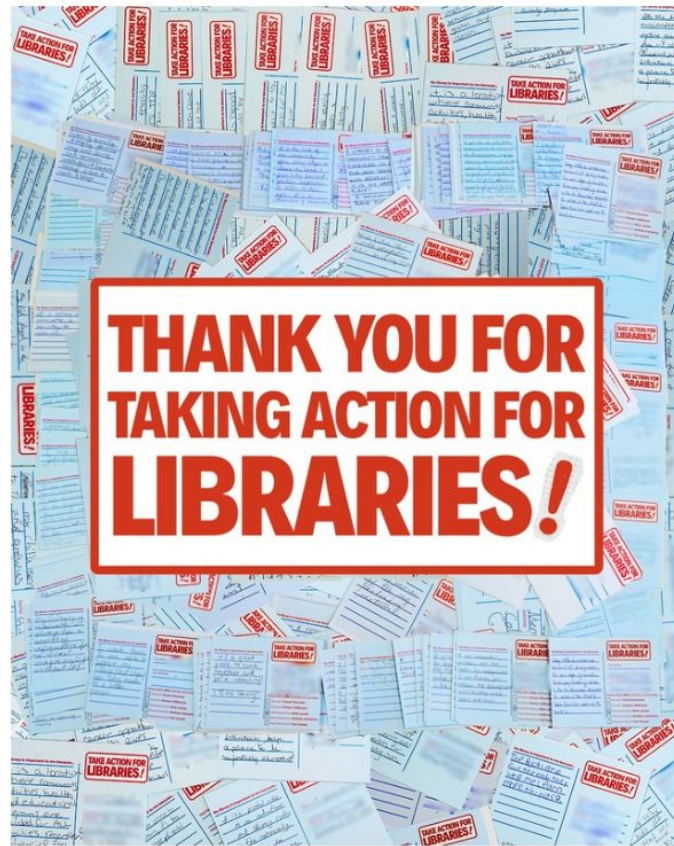
A coordinated in-person  
library campaign throughout  
Suffolk County Libraries



The Tell Congress Not to Defund Libraries! campaign sought to remind our federal elected representatives of the importance of the Institute of Museum and Library Services and how potential funding cuts would impact libraries.

- Outreach was done to federal elected officials who represent Suffolk County in Congress.
- This was a non-partisan outreach effort.
- Libraries set up tables with information about IMLS, their representatives, and how to get in contact.
- Patrons wrote heartfelt and thoughtful messages about why funding their libraries is so important.





My library is important to me because...

It is a refuge  
for so many  
and provides  
access to a  
multitude of  
resources no  
matter your age,  
color, or beliefs.

## TAKE ACTION FOR LIBRARIES!

My Name: \_\_\_\_\_

My Address: \_\_\_\_\_  
\_\_\_\_\_

Please select **one** member of Congress.

- ☐ Senator **Chuck Schumer**
- ☐ Senator **Kirsten Gillibrand**
- ☐ Representative **Nick LaLota**
- ☒ Representative **Andrew Garbarino**
- ☐ Representative **Tom Suozzi**

My library is important to me because...

Whenever I have  
nothing to do  
at home my  
mom takes  
me to the  
library. It's  
practically  
my comfort  
zone

## TAKE ACTION FOR LIBRARIES!

My Name: \_\_\_\_\_

My Address: \_\_\_\_\_  
\_\_\_\_\_

Please select **one** member of Congress.

- ☐ Senator **Chuck Schumer**
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- ☐ Representative **Andrew Garbarino**
- ☐ Representative **Tom Suozzi**

# QUESTIONS?

**Lisa Kropp**

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