

Advocacy

AASL Advocacy. Retrieved July 2009, from

<http://www.ala.org/ala/mgrps/divs/aasl/aaslissues/aasladvocacy/definitions.cfm>

ALA Strategic Plan for Advocacy. Retrieved July 2009, from

<http://www.ala.org/ala/aboutala/offices/ola/draftstrategicplan/draftplan.cfm>

Alire, Camila A. Word-of-mouth marketing: Abandoning the academic library ivory tower. *New Library World*, 108 (11/12): 545. (last accessed April 9, 2009).

Browar, Lisa and Streit, Samuel A. "Mutually Assured Survival: Library Fund-raising Strategies in a Changing Economy." *Library Trends* 52, no. 1: (Summer 2003): 69-86.

Conley, Kathleen and Tucker, Toni. Matching media to audience equals marketing success. In Petruzzelli, Barbara Whitney (Ed.) *Real-Life Marketing and Promotion Strategies in College Libraries: Connecting with Campus and Community*. New York: Haworth, 2005, 47-64.

De Rosa, Cathy and Johnson, Jenny. *From Awareness to Funding: a Study of Library Support in America*. Dublin, Ohio: OCLC, 2008. <http://www.oclc.org/reports/funding/default.htm> (last accessed July 31, 2009)

Herring, Mark Y. *Raising Funds with Friends Groups: a How-To-Do-It Manual for Librarians*. New York: Neal-Schuman, 2004.

Hurlbert, Janet McNeil (Ed.) *Defining Relevancy: Managing the New Academic Library* Westport, CN: Libraries Unlimited, 2008, 146-160.

Lowe, Chrysanne. "Talking with a Library Lobbyist about Selling the Library." *Elsevier Library Connect*. 6, 3: (July 2008). <http://libraryconnect.elsevier.com/lcn/0603/LCN0603.pdf> (Last accessed July 31, 2009)

Matthews, Brian. *Marketing Today's Academic Library: a Bold New Approach*. Chicago: ALA Editions, 2009.

Simmons-Welburn, Janice, McNeil, Beth, & Welburn, William. (2007). Perceptions of Campus-level Advocacy and Influence Strategies among Senior Administrators in College and University Libraries. In H. A. Thompson (Ed.), *Sailing into the Future: Charting our Destiny: Proceedings of the Thirteenth National Conference of the Association of College and Research Libraries, March 29 - April 1, 2007, Baltimore, Maryland* (pp. 297-303). Chicago: Association of College and Research Libraries

Spalding, Helen H., and Wang, Jian. "The challenges and opportunities of marketing academic libraries in the USA." *Library Management*, 27, no. 6/7 (2006): 494-504.

Steele, Victoria and Elder, Stephen D. *Becoming a Fundraiser: the Principles and Practice of Library Development*. 2nd Ed. Chicago: American Library Association, 2000.

Thompson, J. Michael. "Building Our Presence on Campus: The University Libraries Section's (ULS) Groups Address Advocacy and Leadership Issues at the ALA Midwinter Meeting." *C&RL News*, 68, no. 5 (May 2007).
<http://www.ftrf.org/ala/mgrps/divs/acrl/publications/crlnews/2007/may/buildingourpresence.cfm> (last accessed January 12, 2010)

Wedgeworth, Robert. "Donor Relations as Public Relations: Toward a Philosophy of Fundraising." *Library Trends* 48. No. 3 (Winter 2000): 530-539.

The Academic Library: Present and Future

The Academic Library in 2010: a Vision: Report of Symposium 2010. Washington, D.C.: American University Library, 2005.
http://www.library.american.edu/Symposium_2010.pdf

Birdsall, Douglas G. Strategic planning in academic libraries: A political perspective. In Schwartz, Charles A. (Ed.), *Restructuring Academic Libraries: Organizational Development in the Wake of Technological Change, Publications in Librarianship No. 49*. Chicago: Association of College and Research Libraries, 1997.
<http://www.ala.org/ala/mgrps/divs/acrl/publications/booksmonographs/pil/pil49/birdsall.cfm>. (last accessed April 3, 2009)

Breivik, Patricia Senn and Gee, E. Gordon. *Higher Education in the Internet Age: Libraries Creating a Strategic Edge*. Westport, CN: American Council on Education / Praeger, 2006.

Budd, John M. *The Academic Library: Its Context, Its Purpose, and Its Operation*. Englewood, CO: Libraries Unlimited, 1998

Changing Roles of Academic and Research Libraries. Association of College and Research Libraries, 2007. <http://www.ala.org/ala/mgrps/divs/acrl/issues/future/changingroles.cfm> (last accessed, July 31, 2009)

Housewright, Ross and Schonfeld, Roger. *Ithaka's 2006 Studies of Key Stakeholders in the Digital Transformation in Higher Education*. New York: Ithaka, 2008.
<http://www.ithaka.org/research/Ithakas%202006--%20Studies%20of%20Key%20Stakeholders%20in%20the%20Digital%20Transformation%20in%20Higher%20Education.pdf> (last accessed July 31, 2009)

Hughes, Carol Ann. "Information services for higher education: A new competitive space." *D-Lib Magazine*, 6, no 12 (2000).
<http://www.dlib.org/dlib/december00/hughes/12hughes.html>. (last accessed April 7, 2009)

Karle, Elizabeth M. (2008). Invigorating the academic library experience: Creative programming ideas. *College & Research Libraries News*, 69 (3): 141-4.

http://vnweb.hwwilsonweb.com/hww/results/results_single_fulltext.jhtml;hwwilsonid=TUZ0E0WBPJ15BQA3DIMSFGGADUNGIIV0. (last accessed April 9, 2009)

McClamroch, Jo, Byrd, Jacqueline J., and Sowell, Steven L. "Strategic planning: politics, leadership, and learning." *Journal of Academic Librarianship*, 27, no 5 (2001): 372-378.

Schonfeld, Roger C. and Guthrie, Kevin M. "The Changing Information Service Needs of Faculty." *EDUCAUSE Review*: 42:4 (July/August 2007).