Frontline Advocacy Goals, Objectives, Strategies Worksheet

Frontline advocates for college and university libraries need to determine what they want to say about the value and needs of their library - and about their value as library staff members. They must be able to articulate why this message is important; and they need practical communication strategies that suit their personal comfort levels.

Start this process by asking yourself:

1. What are you trying to accomplish? This is your goal. State your goal as simply and clearly as you can below.

   Example 1: Do you want to remind people that the library offers a “Library 101” class twice a week to help students become better users of the university library?

   Example 2: Are you trying to prevent the closure of libraries early on Sunday evenings?

   Write your goal:

2. What are the reasons this is important? These are your objectives. Start by listing all the positive results you expect if this goal is accomplished

   Example 1: Getting better at using the library will improve the quality of users’ work and also help students use their library time efficiently.
   Example 2: Sunday evening after 9:00 p.m. is one of the library’s busiest times. In addition, if the library remains open on Sunday evenings, students will be able to continue using tutoring services that are most often requested in that time slot.

   There are reasons your goal is important too. List them below.

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3. What are the negative effects if the goal is not achieved?

4. Why should people care? How does it impact them?

5. How are you going to persuade them? What will your actions be? These are your strategies. Ask as many people in your library as possible to add ideas. At this point, there are no bad ideas!

**Example 1:** Create and hang a banner just inside the library entrance or where students tend to congregate that announces, “Feel Smart @ the Library” that announces no-sign-up-necessary crash courses on using the library better.

**Example 2:** Ask all the students and staff who come into your university library after 9:00 p.m. on Sunday evenings if they will tell you why they are there so they can help you build a case for keeping the library open.

Now list the strategies that will help you accomplish your goal. Make this list of strategies as long as you can. Add another page!

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