

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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