Frontline Advocacy

“Promoting and/or advocating for library and information services, resources and expertise, while not typically everyone’s job or passion, is essential to a healthy future for libraries in ALL kinds of communities and environments.”
- ALA President Dr. Camila Alire

Frontline library advocates work at all levels in public libraries. They are the internal and external face and voice of the library. They tell the library’s story and deliver the library’s message. In the public library world, everyone who works for the library -- librarians, paraprofessionals, clerks, catalogers, homework helpers, building maintenance workers and bookmobile drivers – needs to think they are “frontline advocates” for the library. Because every staff member is the face of the library to his or her community, each influences what the community knows and thinks about the public library. Every public library staff member is perfectly poised to inform people about the library’s value and needs.

Content, delivered through ALA’s Advocacy University and Alire’s presidential website, includes an extensive toolkit with print and media education and training material designed for public libraries. This in-depth resource includes general frontline advocacy content and worksheets and content areas:

23 (Advocacy) Things (Tips) for Frontline Employees;
52 Ways to Make a Difference: Public Library Advocacy throughout the Year;
Frontline Advocacy Every Day: Leadership and Staff Working Together;
Six Ingredients for Frontline Advocacy Success;
Going Deeper: The Role of Library Leadership in Planning for Frontline Advocacy;
Working Together: Determine how traditional library advocates (administrators, trustees, Friends and others) and Frontline Employees Will Work Together for Advocacy;
Six Good Excuses That Won’t Work (Aimed at Reluctant Frontline Employees)

Links to resources for public libraries such as Advocating in a Tough Economy Toolkit; Library Advocate’s Handbook; Libraries Prosper with Passion, Purpose, and Persuasion: A PLA Toolkit for Success; tools for designing messages and identifying target audiences, as well as planning and assessment tools, are included

Join the Alire initiative to use all of our libraries resources – materials, resources and services, and library employees - in the critical effort to ensure today and tomorrow’s libraries.
A special thank you goes to the Neal-Schuman Foundation for their contribution to the Initiative.
Visit www.ala.org/frontlineadvocacy or www.camilaalire.com/