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.”

– 2009-2010 ALA President Dr. Camila Alire

Frontline library advocates work in special libraries and information centers and are both the internal and external face of the library. They tell the library’s story and deliver the library’s message. Frontline advocates in special libraries talk with colleagues, friends, neighbors, relatives and acquaintances about the library’s value, both its ability to improve users’ work quality and its return on investment (ROI) for the organization’s bottom line. They share their passion because they understand that the library has an impact on the business of the organization and that the library plays a critical role in achieving the larger organization’s mission, whether that organization is part of a government department, private corporation, hospital, museum, historical (or other) society, or any place where people require access to very specialized knowledge.

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 special libraries. This in-depth resource includes general frontline advocacy content and worksheets and:

- 23 (Advocacy) Things (Tips) for Frontline Employees;
- Why Do We Need Special Libraries These Days?;
- Why Are You Needed Now More Than Ever?;
- Six Good Excuses That Won’t Work (Aimed at reluctant employees);
- Ten Basic Steps to Successful Frontline Advocacy for Special Library Leadership;
- Your Special Library’s Strengths, Weaknesses, Opportunities and Threats;
- Goals-Objectives-Strategies Worksheet

It also includes links to resources for special library and information settings such as excellent, related Special Library Association content and the Medical Library Association’s Library Public Relations and Marketing. Additional information includes recommendations for crafting special library messages, guides for identifying special library target audiences, and strategies and planning guides.

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/