

*"I just finished PLA's advocacy program. I cannot recommend it highly enough. It has changed not just how I advocate for our library, but how I think about things here in general. It is a good investment of time and energy."*  
- Turning the Page 2.0 Participant

# Turning the Page 2.0

## A personalized advocacy training

Turning the Page 2.0 is a free, six-week, facilitated online public library advocacy course developed and presented by the Public Library Association (PLA).

### Components of the Course

- In-person kick-off (optional)
- Facilitator-led virtual classroom sessions
- Independent work on *Turning the Page* web-based trainings
- One-on-one feedback from professional facilitators (free consultancy)
- Online community for discussion
- Completion of an Advocacy Work Plan

### Things to Know

- Participants spend about three hours per week, leading to an Advocacy Work Plan that will help to achieve advocacy goals.
- ALA/PLA membership is not required.
- Participants are encouraged to register with others in their library to form an advocacy team—staff, trustees, and Friends are all welcome.

### Topics of the Six Weeks

#### **Week 1: Public Perceptions**

Learn recent national research on how voters and elected officials perceive public libraries.

#### **Week 2: Telling Your Story**

Apply data to create your own library story.

#### **Week 3: You As a Leader**

Develop your own leadership skills to become a more confident advocate in your community.

#### **Week 4: Building Relationships**

Learn how to build community networks and relationships to leverage your resources.

#### **Week 5: The "Big Ask"**

Focus on effective funding requests.

#### **Week 6: So What's Next?**

Lay the foundation for future steps of putting your Advocacy Work Plan into action.

### Remaining 6-Week Session

Weeks of September 24 – October 29

- Register between August 15 and September 12
- OPTIONAL kick-off at 2012 North Dakota Library Association Conference on Sept. 19

### For More Information

Visit: [www.ala.org/pla/turningthepage](http://www.ala.org/pla/turningthepage)

Contact: Lynn Slawsky, Program Officer  
312-280-5025  
[lslawsky@ala.org](mailto:lslawsky@ala.org)

*"This is the best run and most organized Internet education I've ever experienced. The content and slides are A-1."* - Turning the Page 2.0 Participant