

52 Ways to Make a Difference – Public Library Advocacy throughout the Year

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Now more than ever ALL public library employees must understand their essential role in advocating on behalf of libraries and should be able to deliver powerful messages stressing the value of libraries to gain community support for library endeavors. This critical role includes understanding the importance of advocacy; a commitment to disseminating the information through the art of persuasion and influence; and creating and delivering messages using a variety of communication strategies. As a result, employees – at all levels within the organization – should be able to motivate customers to build institutional “grassroots” support for library initiatives and the library budget; assist library administrators in representing library interests in decision making venues; and build a cohort of supporters who will advocate for libraries in their own environments throughout the organization – from the frontline to the highest administrative level.

Becoming educated about how to effectively and clearly communicate the value of libraries, including the essential role libraries play in creating and maintaining literate communities, should be a priority for all public library staff. This list of 52 ways to advocate - one idea per week for an entire year - is a roadmap to help staff get started in putting into practice their role as library advocates. The list offers a general theme for each week followed by more detailed and/or practical suggestions. As a result of making time each week to read and reflect on just one idea for advocacy, library staff will sharpen their skills in this vital area. They will build an army of supporters and advocates inside and outside of the library who can and will speak out on behalf of the Library.

Do we think you can do one each week? Weeeeelllll, maybe not; however, public libraries with multiple locations could divide up activities...libraries could pick their 12 favorites and focus on one per month...departments of a library or employees responsible for certain areas could choose their areas (ex. youth librarian could choose activities specific to or relevant to youth)...libraries could integrate these ideas into strategic planning documents...library and community partners could split up activities (ex. the library could choose 12, the Friends could choose 12, etc.)...and we know there is so much already going on out there, libraries could pick those areas that build on their existing initiatives! **Every bit counts and there is no time like the present to get started on 52 weeks of advocating for public libraries!**

52 weeks of ideas for advocating for public libraries!			
Your 52 themes!	Building your weekly themes...	Training, C.E., Professional Development	Look here!
1. Create sustained and continuous, positive, patron and library constituent involvement through frontline advocacy.	<p>Make sure your customers at the point of service from frontline employees, especially your dedicated customers, are aware of your resources and services as well as library needs and library funding - during good times and bad.</p> <p>At the point of crisis is not the best time to start advocating.</p>	<p>Pick a day this week and make a point to begin now by talking to individual patrons about the library's needs – no matter if you are in a crisis or not!</p> <p>Move those you serve from being skeptical toward becoming engaged performers, then passionate leaders and then loyal promoters and advocates.</p>	Start with ALA’s President Camila Alire’s website on frontline advocacy http://www.camilaalire.com

<p>2. Practice word-of-mouth (WoM) marketing...marketing designed to be delivered –among other ways – on the frontline.</p>	<p>Don't just tell people. Ask them to "Please tell your friends." Think of it as spreading an "idea virus."</p> <p>Use the 3 Bs to get the word out: bars, beauty shops, barber shops.</p>	<p>Develop scripts and/or scenarios training staff how to approach patrons.</p>	<p>Online content for a workshop for scripts, scenarios for training, etc. http://infopeople.org/training/past/2006/word-of-mouth/</p> <p>Excellent online PLA blogging on WoM http://plablog.org/2005/03/word-of-mouth-marketing.html</p> <p>More excellent WoM marketing for libraries and advocacy. http://www.nsls.info/resources/marketing/buzzmarketing/</p> <p>Use ALA's "Marketing" wiki http://wikis.ala.org/professionaltips/index.php/Marketing</p>
<p>3. Define the problem or need to be addressed by using frontline advocacy activities.</p>	<p>Decide what to do about it <u>before</u> launching a local advocacy campaign.</p> <p>Ask customers and stakeholders what they value, and ask how the library should appear to them in order to achieve its mission and vision.</p> <p>Include library advocacy in the library's action plans/goals.</p>	<p>Identify benchmark advocacy campaigns available from ALA's Advocacy website.</p> <p>Access online tutorials providing marketing and advocacy information.</p>	<p>Start with ALA's Advocacy wiki http://wikis.ala.org/professionaltips/index.php/Advocacy</p> <p>Strive to become a customer-driven organization (<u>Achieving Breakthrough Service in Libraries</u>, Dynix, 1994).</p> <p>Http://www.ala.org/advocacy</p> <p>Work through: as individuals or small groups, the Ohio Library Council's online tutorial on marketing...especially the planning section. http://www.olc.org/marketing/</p>
<p>4. When it comes to library legislation and advocacy for the state and federal levels, stay informed AND engaged.</p>	<p>Don't just wait until there is a crisis! And stay current with all the legislation impacting libraries.</p>	<p>Subscribe to e-lists; keep up with ALA's Washington office and with your local state's legislative initiatives.</p> <p>Access PLA "Issues and Advocacy" web content.</p>	<p>Visit http://www.capwiz.com/ala/issues/ to get all the facts. Subscribe to e-mail alerts at http://www.capwiz.com/ala/mlm/signup/.</p> <p>Keep current with ALA's legislative updates http://www.ala.org/ala/issuesadvocacy/advocacy/federallegislation/index.cfm</p>

		<p>Contact your Congress member. Tell them how libraries have changed your life. Tell them how libraries have changed your community.</p> <p>Seek out/attend an ALA Advocacy workshop for information and remember that "practice makes perfect."</p> <p>For you and your loyal customers - create packets of information for your legislators about how many people use libraries, how many people use your library, and how many attend programs, and use computers, etc.</p> <p>Encourage your library users to write letters to reach Congress and to send emails and post supporting information to web environments on behalf of libraries, librarians, and the role of librarians in providing critical services for customers such as literacy materials and literacy programs and services.</p> <p>Attend your state Library Legislative Day and if you can't make it in person, talk to your state association about options for virtual participation.</p>	<p>Keep current with PLA's legislative updates http://www.ala.org/ala/mgrps/divs/pla/plaadvocacy/index.cfm</p> <p>Check out YALSA's guide for advocating with your legislators: http://www.ala.org/ala/mgrps/divs/yalsa/profdev/LEGAdvocacyGuide.pdf</p>
<p>5. Promote library advocacy in general; don't wait until it's a critical need.</p>	<p>Create fliers, web pages, and podcasts advocating for libraries.</p> <p>Be sure to include information about librarians and the role of librarians in promoting such critical library programs and services such as literacy.</p>	<p>Identify "quotes" in online content and then establish your clearinghouse of advocacy information to use in your theme weeks.</p> <p>Use advocacy information on your webpage; cite advocacy information</p>	<p>See ALA's I love Libraries "Quotes about Libraries" at http://www.ilovelibraries.org/loveyourlibrary/quotesaboutlibraries/index.cfm</p> <p>Work through: as individuals or small groups, the Ohio Library Council's online tutorial on marketing...especially the Internet section.</p>

	Post a list on the library website of online resources on advocacy for libraries, librarians and the role of librarians.	and the library's role in advocacy for library, librarian and customer needs.	http://www.olc.org/marketing/
6. Celebrate National Library Week (NLW) at your library.	<p>Put up a display about "how libraries change lives" or adopt the NLW annual theme.</p> <p>Use quotes from famous people on how libraries changed their lives.</p> <p>Encourage patrons to share their own oral history and/or stories on how libraries changed their lives.</p>	<p>Review ALA's annual National Library Week activities from past years and for the annual campaign.</p> <p>Take a self-paced "course in setting up oral history collections." Focus on "setting up interviews."</p>	<p>Visit ALA's NLW content. http://www.ala.org/ala/aboutala/offices/pio/natlibraryweek/nlw.cfm and visit http://www.ilovelibraries.org/nationallibraryweek/index.cfm</p> <p>Over 75 quotes about libraries can be found at http://www.great-quotes.com/ and the same site yields over 1400 quotes on books and over 800 on reading. Enjoy!</p> <p>"How to" for oral history... http://www.oralhistory.unsw.edu.au/assist.htm and http://www.nebraskahistory.org/lib-arch/research/audiovis/oral_history/setting_up.htm</p> <p>Use OCLC's inspirational pieces http://www.olc.org/nextspace/001/advocacy.htm</p>
7. Learn to tell the library story.	<p>Have a clear, memorable message. You will need a simple, powerful message, one that is easy to say and remember— about 10 words. And you should use it consistently in publicity materials and presentations. The more you use it, the more likely people are to "get it" and act. Examples: "Our community deserves a 21st century library." or "Kids need libraries as much as they need schools."</p> <p>Share the vision of the future of libraries and information whenever you have the opportunity.</p>	Use best practices and assess for adaptation to your library (past annual activities) for "telling library stories."	<p>Visit http://ilovelibraries.org for more ways to get involved.</p> <p>There are excellent answers to tough questions and other tips that have been developed by the New York Library Association's Public Awareness Project. See "New Yorkers for Better Libraries." http://www.nylibs-pac.net/</p>

<p>8. Learn to tell YOUR library's story.</p>	<p>Don't stop with the state or national picture. Make an ongoing effort to keep your community informed of how YOUR library contributes and what it needs to provide the best possible service.</p> <p>Share the vision of the future of YOUR library whenever you have the opportunity through advertising the library's vision, mission, values and goals and strategies and through marketing your library's strategic plans executive summary to decision makers.</p>	<p>Use your oral history skills coupled with your new simple video recorder (ex. Flip video) to record YOUR stories.</p>	<p>Using other, more general library "stories" as a model, create your own specific stories using – for example - the oral history content you have gathered or the success stories of loyal customers.</p> <p>Visit http://www.youtube.com and search for library stories. Examples for collecting and creating YOUR stories can be found through YouTube's other 5,000+ ideas. including library stories, library marketing, library advertisements, program examples, and celebrity spokespeople.</p>
<p>9. Create taglines for your library and/or for your library initiatives, programs and services.</p>	<p>Although branding your library is a wonderful way to market programs and services as well as create a tool for advocacy, if you can't afford to create a brand, consider choosing a part of the branding process for your focus; that is, consider creating a tagline for the library's advocacy initiatives.</p> <p>A tagline can supplement telling the library's story by providing – in a short set of words or phrases – a specific word or phrase that provides a slogan to "rally the troops for advocacy."</p>	<p>Don't start with a blank tablet! Review best practices to see if you like other library taglines (all types!). If you find the perfect one, don't try to reinvent the wheel. Ask to borrow! Take a marketing workshop....</p> <p>Use ALA and state association content from your type of library division and content from the association's marketing and advocacy activities.</p> <p>Contact a local high school or college marketing class and ask to be their "client" in an assignment to create a tagline.</p>	<p>Looking for help creating a tagline? These quick marketing resources can get you started in creating just the right tagline for your organization: http://www.taglineguru.com/ http://www.taglineguru.com/sloganlist.html</p>
<p>10. Provide training for staff so they can succeed at becoming frontline advocates for libraries, librarians and the role of librarians in providing critical services, programs and</p>	<p>Provide training that explains the importance of advocacy to staff and shows them how simple advocacy can be.</p> <p>Post-training, create ongoing opportunities for educating staff by having a meeting to brainstorm creative ways to promote the importance of libraries, librarians and the role of librarians.</p>	<p>Although advocacy training is available in online, print and workshop format, often the best training is the workshop, face-to-face training where individuals both observe and participate in "how to" training. To this end, devote a staff training day to advocacy for libraries, librarians and the role of librarians.</p>	<p>Use ALA's online advocacy list of online training content found at http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/onlinecourses/index.cfm</p> <p>Visit IFLA's information on training advocates http://www.ifla.org/files/hq/papers/ifla75/162-sawaya-en.pdf</p>

<p>materials for the community.</p>	<p>Encourage identification of frontline "ah-ha" moments – through discussions on customer service, reference interviews, etc. – with the patrons they serve. Integrate such advocacy anecdotes into simple and straightforward ways to spread the word about libraries.</p>	<p>Build the integration of advocacy content into frontline staff training for customer service, content in job descriptions and position advertisements and into staff evaluations and the design of departmental and staff goals.</p>	
<p>11. Enlist community leaders and decision makers as advocates for the library's efforts to promote the value of libraries, librarians, and the role of librarians.</p>	<p>Get others to speak for you. Find someone who is of importance in the community who is approachable, a 'people person' who supports the library. These people can make a big difference!</p>	<p>Present completed packages for your community advocates, including designing a presentation that can be delivered (and updated annually) to community councils and civic associations - a "state of the state" address about your library! Focus on fresh and unique data to pique the curiosity of constituent groups.</p> <p>Take a workshop in good communication, public speaking and in presenting to groups so that you're ready to advocate whenever or wherever the opportunity arises.</p>	<p>Advocacy U provides a unique and extensive set of plans and resources for a community and coalition-building summit.</p> <p>http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/coalitionbuilding/index.cfm</p>
<p>12. Create slogans that advocate for libraries, librarians and the role of librarians.</p>	<p>As an offshoot of your tagline, create a slogan contest for staff for them to come up with creative slogans that advocate for libraries/ your library.</p> <p>Consider having library users come up with advocacy slogans.</p> <p>Use these slogans – in conjunction with taglines - to place on websites, podcasts or local radio and TV stations and create bookmarks to distribute.</p>	<p>Challenge individuals or groups (both small and large) to enter the contest. Interested individuals can also participate in structured processes for choosing content for advocacy initiatives.</p>	<p>Visit ALA's library slogans for an extensive and great slogan ideas list.</p> <p>http://www.ala.org/ala/issuesadvocacy/advocacy/publicawareness/campaign@yourlibrary/prtools/yourlibrary.cfm</p> <p>Have fun with the online slogan generator!</p> <p>http://thesurrealist.co.uk/slogan.cgi?word=library</p>

<p>13. Be Inclusive.</p>	<p>Make sure your advocacy materials are translated to other languages.</p> <p>Approach other language PR media outlets.</p> <p>Train bilingual staff to spread the “good word.”</p> <p>If your staff is not representative of your service population, recruit advocates from underrepresented groups to speak for you.</p>	<p>Provide workshops with essential “library lingo” translated into other languages to educate employees and advocates in essential positive and targeted communication and customer service.</p>	<p>Start with ALA’s “Diversity” wiki http://wikis.ala.org/professionaltips/index.php/Diversity_in_the_Workplace and “Serving Multicultural Populations” wiki http://wikis.ala.org/professionaltips/index.php/Serving_Multicultural_Populations and “Serving Special Populations” http://wikis.ala.org/professionaltips/index.php/Services_to_Special_Populations</p> <p>Check out the Steps to Success in The Small But Powerful Guide to Winning Big Support For Your Rural Library (ALA Rural, Native and Tribal Libraries of All Kinds Committee/ALA Office for Literacy and Outreach Services/Campaign For America's Libraries), if you serve a rural population. http://www.ala.org/olos</p> <p>Use Google Language Tools to translate your essential library words into other languages. It works like a charm! http://www.google.com/language_tools</p>
<p>14. Use volunteers in the library.</p>	<p>Using volunteers provides opportunities for constituents and target populations to get to know the library – especially library frontline activities in the library. This background knowledge prepares library volunteers for advocacy outreach and initiatives.</p> <p>Consider focusing your volunteers on one specific library activity such as literacy and literacy tutoring. (Ex. Use AmeriCorps workers, college work study students, senior center volunteers or community literacy network volunteers as volunteer literacy tutors).</p>	<p>Identify individuals for management and leadership training specific to managing, leading and indentifying volunteers as partners for library advocacy.</p> <p>Set up staff to volunteer within the mentor program and explore other mentor programs of relevance.</p>	<p>General volunteer program information can be found at “Developing and Managing Volunteer Programs.” http://managementhelp.org/staffing/outsrcng/volnteer/volnteer.htm</p> <p>Use ALA’s complete volunteer toolkit for designing and managing programs including best practices and stories to challenge and stimulate the volunteer training program.</p> <p>http://www.advocacy.ala.org/volunteering/index.php?title=Training_and_Management_of_Volunteers</p>

<p>15. Establish/build relationships with print media</p>	<p>Establish avenues for getting the library "word out" to let everyone know about the great services your library offers.</p> <p>Use your relationships and avenues with local print media to inform your community about the state of your budget. Write a letter to the editor of the local paper.</p> <p>Use print media avenues to ask for specific needs such as support for budget increases.</p> <p>Establish mechanisms to inform patrons when you need them to reach out to community print media.</p> <p>Invite loyal patrons to write letters to the editor supporting the Library.</p>	<p>Collect examples of print advocacy pieces for library advocates.</p> <p>Use traditional (meetings, receptions, etc.) networking methods as well as 2.0 networking methods (blogs, twitter, etc.) to marshal advocate "troops" for communicating library needs.</p> <p>Provide examples of communication best practices such as scenarios for how community advocates might reach out to print media.</p>	<p>See ALA's online courses for advocates. http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/onlinecourses/index.cfm</p> <p>Visit ALA's templates and examples for communicating for advocate training. http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/advclearinghouse/index.cfm</p> <p>Visit the Gates "Turning the Page" Advocacy training. http://www.sustaininglibraries.org/ and</p> <p>Use ALA's Advocacy Handbook found at http://www.lita.org/ala/aboutala/offices/ola/libraryadvocateshandbook.pdf</p>
<p>16. Make a "Ask me why I love my job!" button a regular part of your work wardrobe</p>	<p>Of course, no matter where you are when people ask about your job, speak enthusiastically and passionately about 21st century library jobs in general and specifically your library work/job.</p>	<p>Although much online content is present for training advocates, the most passion for work is inspired with in person training or online/print training that is first person narrative.</p> <p>If face-to-face training can't be accomplished, consider using streaming video of advocates speaking.</p>	<p>Use ALA's "I Love Libraries" to inspire you and build advocate passion. http://www.ilovelibraries.org</p> <p>Visit http://www.youtube.com and search for "advocating for libraries" to view over 200 videos and search "library advocacy" for over 100 videos with ideas on how to speak on behalf of today's libraries.</p>
<p>17. Don't forget the impact of quotes and statistics. Be ready with a memorable quote at a moment's notice and specifically look at #'s 4, 5 and 6 for specific ways to use quotes.</p>	<p>"There are more public libraries than McDonald's in the U.S.—a total of 16,549, including branches."</p> <p>"Americans spend more than twice as much on salty snacks as they do on public libraries."</p>	<p>Review online content and self-directed study on "Mathematical Literacy: Finding and Using Data." http://www.noodletools.com/debbie/resources/math/stats.html</p>	<p>For more quotable facts, visit http://www.ala.org/ala/aboutala/offices/ola/quotablefacts/quotablefacts.cfm.</p> <p>For public library statistics visit State Public Library state-by-state statistics at http://www.lrs.org/public/other.php and national numbers at http://www.lrs.org/public/national.php</p>

	<p>" Americans check out an average of more than seven books a year. They spend \$30.49 a year for the public library—about the average cost of one hardcover book."</p> <p>"Public libraries are the number one point of online access for people without Internet connections at home, school or work. 98.9% of public libraries provide public access to the Internet."</p>		
<p>18. Use all your PR tools to advocate for your Library</p>	<p>Use the library's website and community television stations to create "rolling" facts about the library.</p> <p>Take advantage of any type of local/national "celebrations" to include advocacy.</p> <p>Call or email the local radio or television station and pitch them a story as a "local angle" on a library topic that ties in with a national library initiative, such as National Library Week.</p> <p>Advocate through your Summer Reading Program or any other major projects such as One Book, One Community, by making yard signs or bumper stickers a prize for readers.</p>	<p>Using examples from associations and other library successes is a great process, but online tutorials on marketing and public relations are good for basic or initial learning. Staff, who would need additional or advanced training, would benefit greatly from <i>media</i> training. Media training is particularly effective for preparing employees for frontline advocacy with constituent decision makers and community media.</p>	<p>Start with ALA's "Public Relations" wiki. http://wikis.ala.org/professionaltips/index.php/Public_Relations</p> <p>Use ALA's Advocacy University to get the full view of ALA's Advocacy Office resources and links to resources to PR tools for advocacy. http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/index.cfm</p> <p>Review "frontline advocacy" found at http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/frontline_advocacy/index.cfm and President Alire's initiative found at http://camilaalire.com/.</p> <p>Visit ALA's NLW content. http://www.ala.org/ala/aboutala/offices/pio/natlibraryweek/nlw.cfm</p> <p>Visit http://www.ilovelibraries.org/nationallibraryweek/index.cfm</p>
<p>19. Make Customer Service a priority</p>	<p>Focus on connecting the public to your resources and services and then strive to become renowned for your excellent service.</p> <p>Take lessons from great customer service</p>	<p>Identify and establish tailored library scripts for employees to use for basic customer service that includes advocacy.</p>	<p>Start with ALA's "Customer Service" wiki. http://wikis.ala.org/professionaltips/index.php/Customer_Service</p> <p>Use classic customer service content for basic training found at</p>

	<p>programs like Nordstrom's (relationships and knowing your "community") and Wal-Mart (with unique initial greetings for everyone who comes in the library and thanks for every customer when leaving!)</p>		<p>http://managementhelp.org/customer/service.htm</p> <p>Establish training (including protocols, scripts, etc.) for customer service training http://www.hals.lib.tx.us/cust123/</p> <p>Use examples from other experts and other customer service programs http://librarytrainer.com/2008/07/09/ala-part-iii-customer-service-disney-style/</p> <p>Visit examples of customer service models for frontline staff http://www.davenportlibrary.com/Default.aspx?PageId=170&nt=122</p>
<p>20. Get your teens to speak out!</p>	<p>If you've got a teen advisory group, ask them for ideas on how to spread the word to the community and peers.</p> <p>Have your teens create a "23 things" teens can learn and do at the library.</p> <p>Work with teen groups to designate a teen speaker's bureau to speak at events and programs about the importance of the Library in their life....have them present their "23 things for teens" at programs.</p> <p>Don't be afraid to try something eye-catching and daring if your teens recommend it...such as, have teens capture their library through the design of Flickr environments. Capture thoughts and ideas of teens via podcasting, blogs and other social networks available to post on your library's website or the libraries teen blog, etc.</p>	<p>Provide leadership training for the teen advisory group.</p> <p>Provide communication and presentation skills training for teens identified for the teen advocacy speakers' bureau.</p> <p>Use peer teaching and peer coaching for teens working with teens to create library content.</p>	<p>YALSA offers targeted teen/youth training. http://yalsa.ala.org/blog/2008/07/06/youth-advocacy/</p> <p>Visit teen/youth best practices for advocacy activities. http://clpteensburgh.wordpress.com/2009/08/17/teen-advocacy-day-august-19-2009/</p> <p>Review YouTube teen advocacy videos. http://www.youtube.com/watch?v=qkuasERtmt0</p> <p>Visit Facebook teen advocacy pages http://sellerslibraryteens.blogspot.com/2009/06/advocacy-facebook-page.html</p> <p>Stephen's Lighthouse Blog always offers great examples...visit the teen and youth http://stephenslighthouse.sirsidynix.com/archives/2009/01/advocacy_for_ch.html</p> <p>Use federal government youth/teen data to support your issues and advocacy http://ojjdp.ncjrs.gov/ojstatbb/default.asp</p>

<p>21. Get your children and children's caregivers and parents to speak out!</p>	<p>Ask children's groups (youth, parent groups, caregivers) for ideas on "who" and "how" to establish advocacy networks for the community and peers concerned for children.</p> <p>Establish a youth/children's speaker's bureau to speak at events and programs about the importance of the library in the lives and educational preparation of children.</p>	<p>Design a children's and youth summit of community professionals to determine advocacy areas and issues to establish an advocacy agenda and an action plan.</p>	<p>Use ALSC's "Issues and Advocacy" pages to stay current on topics.</p> <p>Get ideas for programming in the advocacy area from ALSCconnect http://www.ala.org/ala/mgrps/divs/alsc/compubs/alscconnect/index.cfm</p> <p>AASL's advocacy pages provide basic youth content to use in any library offering children's services. http://www.ala.org/ala/mgrps/divs/aasl/aalissues/toolkits/schoollibrarymedia.cfm</p> <p>Use U.S. children and families data from the federal government to provide context at http://www.childstats.gov/ and visit international data found at UNICEF's data site http://www.unicef.org/statistics/index.html</p> <p>Review examples of partnerships and plans for designing partnerships for children's advocacy http://www.ala.org/ala/mgrps/divs/alsc/ecrr/resourcesab/partnerships/partnerships.cfm</p> <p>Use ALA toolkits providing youth data found at http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/additup/index.cfm</p>
<p>22. Make storytime work for you</p>	<p>Pick your most popular children's activity and focus on advocacy for attendees. Capture the magic of storytime in pictures and/or let kids tell their own story using podcasts.</p> <p>Document and gather data about the importance of emergent/early literacy and demonstrate all the ways your library supports this vital element of youth development.</p>	<p>Quick tutorials and using best and effective practices are the best ways to learn how to "mine" and use children, parent and caregiver opinions AND use research and statistics as an important part of advocating for youth.</p>	<p>Making a podcast is a great learning experience for advocates... http://howtomakepodcasts.com/ or http://radio.about.com/od/podcastin1/a/aa030805a.htm</p> <p>Children's librarians (ALA/ALSC) focus on the fact that Libraries Make the Difference in Youth Development and Education</p> <p>http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/additup/index.cfm</p>

<p>23. Team advocacy with classic, critical library values – the value of providing resources for all levels of literacy.</p>	<p>Although advocating for literacy should be a library value and a library focus in times of feast and famine, use economy downturns to underscore the value of the library in this area.</p>	<p>Training and continuing education on frontline advocacy is best supplemented with specific examples of literacy “at work” and especially the importance of family literacy.</p>	<p>Start with ALA’s toolkit on “Advocating in a Tough Economy” http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/index.cfm</p> <p>Focus on children and family literacy by using Dia de los Ninos as a model for serving families http://www.ala.org/ala/mgrps/divs/alsc/initiatives/diadelosninos/index.cfm</p>
<p>24. Team advocacy with classic literacy as well as literacy services and programs for 21st century constituents.</p>	<p>Advocating for classic and 21st century literacy programs and services makes sense as public libraries serve the broadest range of constituent interests and skills sets.</p>	<p>Illustrating need for both classic and 21st century literacies is best done through hands on workshops, activities and programs.</p>	<p>Start with ALA’s Literacy Office http://www.ala.org/ala/aboutala/offices/olos/adultliteracy/servicesnewnonreaders.cfm</p> <p>Visit “21st Century Literacy @ Your Library” http://www.ala.org/ala/aboutala/missionhistory/keyactionareas/litaction/literacybrochure.cfm</p> <p>Visit the “Adult Literacy and Technology Network” http://www.altn.org/</p> <p>Visit what other libraries are doing for literacy resources and services http://www.ala.org/ala/newspresscenter/news/pressreleases2009/april2009/alscpionlwdia.cfm Explore literacy resources and services for new adult learners http://www.ala.org/ala/aboutala/offices/olos/adultliteracy/servicesnewnonreaders.cfm</p>
<p>25. Team advocacy with classic, critical literacy for meeting the needs of diverse patrons</p>	<p>Advocating for classic and 21st century literacy for diverse patrons makes sense as public libraries serve diverse constituents.</p>	<p>Illustrating need for literacy is best done through hands on workshops, activities and programs led by the same or similar peer populations.</p>	<p>Start with ALA’s “Diversity” wiki http://wikis.ala.org/professionaltips/index.php/Diversity_in_the_Workplace and “Serving Multicultural Populations wiki http://wikis.ala.org/professionaltips/index.php/Serving_Multicultural_Populations and “Serving Special Populations” http://wikis.ala.org/professionaltips/index.php/Services_to_Special_Populations</p>

<p>26. Team advocacy with literacy regarding meeting the needs of special needs populations</p>	<p>Advocating for classic and 21st century literacy for special populations is a classic service of public libraries.</p>	<p>Illustrating need for literacy is best done through hands on workshops, activities and programs led by the individuals with specialized education/certification.</p>	<p>Start with ALA's advocacy initiatives found at http://www.ala.org/ala/issuesadvocacy/literacy/englishfornonnativespeakers/index.cfm and http://www.ala.org/ala/aboutala/offices/olos/outreachresource/docs/services_disabilities.pdf</p>
<p>27. Team advocacy with classic, critical library values for information literacy.</p>	<p>Advocating for classic and 21st century literacy for special populations is a classic service of public libraries.</p>	<p>Illustrating need for literacy is best done through hands on workshops, activities and programs led by the individuals with specialized education/certification.</p>	<p>Begin with ALA wiki information on literacy within the context of public libraries. http://www.ala.org/ala/issuesadvocacy/literacy/informationliteracy/index.cfm</p>
<p>28. Advocating to critical target populations....childcare providers/head start (cite Obama's initiatives)</p>			<p>http://www.ala.org/ala/issuesadvocacy/literacy/earlyliteracy/index.cfm</p>
<p>29. Focus advocacy effort on target ESL populations to reach diverse constituent populations.</p>	<p>Provide library resources and services in foreign language ESL materials for use by speakers of languages other than English.</p> <p>Offer targeted ESL tutoring/instruction at the library.</p> <p>Gather and disseminate local and state best practices on services and resources targeted to ESL populations.</p> <p>Use ESL constituents as advocates for library resources and services.</p>	<p>Target population outreach and then advocacy training and continuing education is best delivered to ESL advocacy in small group or one-on- one and/or peer coaching, teaching and learning opportunities.</p>	<p>Start with ALA's "Serving Speakers of Languages Other than English" http://wikis.ala.org/professionaltips/index.php/Serving_Speakers_of_Languages_Other_than_Engl</p> <p>Use ALA's Services to New and Adult Readers at http://www.ala.org/ala/aboutala/offices/olos/adultliteracy/servicesnewnonreaders.cfm At this location resources include "Building/Finding a Literacy Program," "Reference Desk Tip Sheets," "Libraries, Literacy and Advocacy," and "Collection Development" in "Adult Basic Education (ABE,)" "Easy Reading for Adult Learners," "English as a Second Language (ESL,)" and "Multicultural/Civic Participation."</p>

<p>30. Advocate for literacy to be a priority for your State Library Association</p>	<p>Present a plan to your state library association designed to recognize library workers and or libraries that have developed successful and sustainable literacy programs and/or services.</p> <p>Petition the state association to create a committee or roundtable focused specifically on supporting literacy services.</p>	<p>Provide best practice examples of contemporary/ 21st century association literacy programs and services from similar/related populations and/or library constituent groups.</p>	<p>Review PLA’s workgroups found at http://www.ala.org/ala/mgrps/divs/pla/plagroups/placops/index.cfm to compare and contrast national groups against state association groups committed to advocacy. Related groups could be “Marketing,” “Services to Spanish Speakers.” Use PLA’s issues and advocacy content to compare to your state association’s focus on public library advocacy. http://www.ala.org/ala/mgrps/divs/pla/plaadvocacy/index.cfm</p> <p>Use ALA’s Office for Literacy and Outreach Services for public library literacy guides/great ideas from ALA Committees and Roundtables found at http://www.ala.org/ala/aboutala/offices/olos/index.cfm and ALA’s Committee on Literacy activities http://www.ala.org/ala/aboutala/offices/olos/literacycttee.cfm</p> <p>Review ALA’s master goals for integrating advocacy into ALA’s programs and services http://www.ala.org/ala/aboutala/offices/ola/draftstrategicplan/iiicomponentsofgenerallibraryadvocacy/localadvocacy/localadvocacy.cfm</p>
<p>31. Establish/build relationships with radio/television media</p>	<p>Establish avenues with radio/television media for getting the library “word out” to let everyone know about the great services your library offers.</p> <p>Use your relationships and avenues with radio/television media to inform your community about your critical needs.</p> <p>Identify community advocates who have specific relationships with radio/television media and establish mechanisms to inform them when you need them to reach out to media markets.</p> <p>Use those relationships with radio and television to build relationships for sharing stories and sound bites whose purpose is to advocate for libraries, librarians and the role</p>	<p>Provide learning opportunities that offer assessment.</p>	<p>Use ALA’s “Talking to the Media” http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/mediatools/index.cfm</p> <p>Use ALA’s “Media Relations” materials found at http://www.ala.org/ala/aboutala/offices/pio/mediarelationsa/mediarelations.cfm and specifically “Online Member Media Relations Tools” http://www.ala.org/ala/aboutala/offices/pio/mediarelationsa/mediarelations/mediarelations.cfm</p>

	<p>of librarians.</p> <p>Integrate the libraries social media plan to create a constant, steady stream of information that highlights unique services and the positive impact of these services on your community.</p>		
32. Assess your library space for advocacy initiatives that focus on literacy	Can you expand your space use for advocacy initiatives? Identify those programs and services that need space at all and expanded space. Examples of advocacy space include: space for literacy tutor training at your library; training and continuing education space for advocacy training for employees, general volunteers and Friends; and assess space signage for including advocacy messages.	Use standards and guidelines as measures and benchmarks for efficient and effective use of library space.	Review ALA's standards and guidelines for providing advocacy resources and services http://www.ala.org/ala/professionalresources/guidelines/standardsguidelines/standguide.cfm
33. Collaborate and Partner with other literacy providers in the Community	Develop partnerships with other literacy organizations to better serve your constituents, maximize resources and opportunities but also to educate your partners about what the library offers for critical literacy community needs.	Collaboration and partnership literacy relationships are best formed in person through activities that bring partners together, both informally and formally, and include both social and business networking.	Use ALA's Coalition Building toolkit found at http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/coalitionbuilding/index.cfm
34. Make literacy learning easy to increase opportunities for advocating for library vision and values.	Remove barriers to learning for literacy "learners." Examples include transportation assistance for adult learners; on-site child care for adult learners; and provide mentoring for adult learners.	Audit your library's literacy initiatives.	ALA's Literacy Audit for organizations can be found at ALA's Literacy Readiness Inventory to determine how ready the library is for provision of literacy services, found at BuildLiteracy.org. And use ALA's Literacy Office exploration found at http://www.ala.org/ala/aboutala/offices/olos/adultliteracy/servicesnewnonreaders.cfm
35. Select advocacy initiatives that focus on library values, such as literacy.	Check out the American Library Association website for resources on advocacy for libraries, librarians & the role of librarians in providing literacy. Use these resources to support your frontline training program.	Build advocacy lists by soliciting information from staff and from constituents through focus groups.	Use ALA focus group techniques with all constituent groups including employees found at http://www.ala.org/ala/mgrps/divs/rusa/sections/brass/brassprotools/brasspres/miscellaneous/FocusGroupsBib.pdf and soliciting information from patrons with techniques found at

			<p>http://www.ala.org/ala/mgrps/divs/rusa/sections/brass/brassprotocols/brasspres/miscellaneous/focusbib.cfm</p> <p>Start with ALA's "Adult Literacy" wiki http://wikis.ala.org/professionaltips/index.php/Adult_Literacy</p> <p>Check out the ALA-sponsored website, www.BuildLiteracy.org</p> <p>Check out the Capacity Building Tool Kit on meeting community need, demonstrating financial commitment, and supporting partnerships and advocacy found at BuildLiteracy.org</p>
36. Show me the money!	<p>Include a line item in your annual budget request for Advocacy.</p> <p>Check out literacy grant programs provided by corporations such as Target, Verizon, and Dollar General.</p> <p>Investigate the state and federal grants (LSTA) available to libraries for the provision of literacy services for special populations.</p>	NA	<p>Post a "return-on-investment" calculator on your website or in your library's newsletter. One sample is at http://www.nsls.info/roi/. Another sample is at http://www.ilovelibraries.org/getinformed/getinvolved/calculator.cfm.</p> <p>Use ALA's library funding content found at "Library Funding Updates" http://www.ala.org/ala/issuesadvocacy/libfunding/index.cfm and "Funding News @t your Library" http://www.ala.org/ala/newspresscenter/mediapresscenter/libraryfunding/libraryfunding.cfm</p>
37. Select a "Day of Service" and invite local politicians and media personalities to volunteer at the library	<p>Include student groups, friends groups and other community groups to participate, too.</p> <p>Create T-shirts for all volunteers to wear on the Day of Service and beyond.</p>	NA	<p>Use national models of "days of service." http://www.ala.org/ala/issuesadvocacy/advocacy/unitedweserve/index.cfm</p>

38. THANK YOU!	Thank all those involved in advocacy efforts. This provides closure to annual advocacy efforts and provides opportunities to set the stage for next year and a celebration! Allow staff to thank customers and allow customers to meet staff.	Thank you connect employees and other advocates. But don't forget to thank employees with the same attention we pay to lay advocates or decision makers or the community at large. Consider written notes, specialty items, plaques and closure ceremonies to provide lasting memories to close out one initiative and set the stage for another.	Use the Library Advocacy Now! Handbook to guide advocacy initiatives http://www.ala.org/ala/aboutala/offices/ola/libraryadvocateshandbook.pdf
39. Advocate collectively...consider teaming or partnering with other organizations who would all create one message together	If organizations aren't having successes on their own in areas such as budget, facilities, updating technology, etc., there is power in numbers! Libraries should consider forming ongoing partnerships, that is, move beyond cooperative programming by considering sharing spaces, teaming up to offer services, joining together to establish an ongoing brand or creating short term plans together to create a vision for community services.	Design a community advocacy summit – an ideal way to find and train others to speak for you. Structure them as face-to-face forums with partners with a goal to building community coalitions.	Use ALA's Coalition Building toolkit found at http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/coalitionbuilding/index.cfm
40. Advocating 2.0 "outside the box" –	2.0 brings interactivity to library websites and 2.0 allows your patrons to create their own advocacy... Flickr... streaming video...	Use social networking for advocacy including wiki's for planning advocacy efforts, blogs for discussion of library advocacy initiatives and for volunteers and others such as Friends groups to share advocacy successes.	ALA's Web 2.0 Bibliography http://www.ala.org/ala/mgrps/divs/rusa/sections/mars/marssection/marscomm/usac/usac_programs/usac_web2bibliograph.pdf
41. Advocating "outside the box" walking in your shoes...switching jobs for a day/extreme marketing	Job sharing/job exchange opportunities although one-at-a-time (!) create lasting educational opportunities for volunteers and lay advocates to experience – first hand – advocacy issues for libraries.	Set up specific criteria/an exchange program, job descriptions and job "advertisements."	Although international in focus, this set of resources provides insight into job sharing http://www.ala.org/ala/mgrps/rts/irrt/irrtcommittees/irrtintlexc/internationaljob.cfm Sister Libraries "Resources" are not exactly focused on employee vs. lay advocate; however, there is valuable information at http://www.ala.org/ala/mgrps/affiliates/relatedgroups/sisterlibraries/tips/sisresources/resources.cfm out job exchanges.

<p>42. Advocating "outside the box" doing your job...decision makers...trading places the mayor, etc.</p>	<p>Job sharing/job exchange opportunities although one-at-a-time (!) create lasting educational opportunities for decision makers to experience – first hand – advocacy issues for libraries. "Extreme" but valuable, having decision makers "walk in librarians' shoes," provides unique experiences.</p> <p>"Extreme" but valuable, having decision makers "walk in librarians' shoes, provides unique experiences.</p>	<p>Set up specific criteria/an exchange program, job descriptions and job "advertisements" ...focus media attention on the process, individuals and outcomes!</p>	<p>Although international in focus, this set of resources provides insight into job sharing http://www.ala.org/ala/mgrps/rts/irrt/irrtcommittees/irrtintlexc/internationaljob.cfm</p> <p>Sister Libraries "Resources" are not exactly focused on employee vs. lay advocate; however, there is valuable information at http://www.ala.org/ala/mgrps/affiliates/relatedgroups/sisterlibraries/tips/sisresources/resources.cfm out job exchanges.</p>
<p>43. Assess</p>	<p>Assess your advocacy initiatives</p>	<p>Use best practices in planning for advocacy assessment</p>	<p>ALA's extensive assessment and outcomes content http://www.ala.org/ala/educationcareers/education/accreditedprograms/resourcesforprogramadministrators/outcomesassessment.cfm</p>
<p>44. What frontline advocacy worked for your decision maker population?</p>	<p>Did your frontline advocacy (designed to build networks and reach decision makers) work?</p> <p>Were your outcomes met? For example was the budget increased? Are you getting your facility?</p>	<p>Use standard assessment practices for evaluating decision maker outreach/advocacy and - as needed – targeted assessment such as interviews and surveys.</p>	<p>ALA's "Campaign" includes assessing advocacy http://www.ala.org/ala/aboutala/offices/ola/draftstrategicplan/iiicomponentsofgenerallibraryadvocacy/publicawareness/campaignforamericaslibraries/atyourlib.cfm</p> <p>The Library Advocate's Handbook offers measurable content and process http://www.ala.org/ala/aboutala/offices/ola/libraryadvocateshandbook.pdf</p> <p>"Aim for Strategic Advocacy Goals" provides interesting goals designed for assessing if public policy has been altered based on advocacy initiatives. http://www.wkkf.org/advocacyhandbook/page5e1.html</p> <p>Use "Measuring Advocacy and Policy" http://www.organizationalresearch.com/publications/a_guide_to_measuring_advocacy_and_policy.pdf</p>

45. What worked for your community members and a general adult population?	Did your frontline advocacy (designed to build a cadre of general advocates) work?	Use standard assessment practices for evaluating advocacy efforts of general adult advocates as well as targeted assessment such as surveys and/or dollars raised.	The Library Advocate's Handbook offers measurable content and process http://www.ala.org/ala/aboutala/offices/ola/libraryadvocateshandbook.pdf Read "Assessing Your Advocacy Efforts" http://www.asaecenter.org/PublicationsResources/AMMagArticleDetail.cfm?ItemNumber=5925
46. What worked for your targeted populations - young adults/teen/youth/youth issues?	Did your frontline advocacy (designed to build a cadre of young adults, teen, youth and youth issues) work?	Use standard assessment practices for evaluating advocacy efforts of youth and teens as well as targeted assessment for this age level which would be group assessment such as focus groups.	The Library Advocates Handbook offers measurable content and process http://www.ala.org/ala/aboutala/offices/ola/libraryadvocateshandbook.pdf
47. What worked for your targeted population- children and children's issues?	Did your frontline advocacy (designed to build a cadre of children and children's issues advocates) work?	Use standard assessment practices for evaluating advocacy efforts of children and children's issues advocates as well as targeted assessment for this age level which would be group assessment of parents, caregivers, and older children as well as those who educate and provide social services for children.	The Library Advocates Handbook offers measurable content and process http://www.ala.org/ala/aboutala/offices/ola/libraryadvocateshandbook.pdf
48. What worked for your targeted population of seniors and senior issues?	Did your frontline advocacy (designed to build a cadre of seniors and senior issues advocates) work?	Use standard assessment practices for evaluating advocacy efforts of seniors and seniors' issues advocates as well as targeted assessment would be group assessment of seniors, and community senior social services...	The Library Advocates Handbook offers measurable content and process http://www.ala.org/ala/aboutala/offices/ola/libraryadvocateshandbook.pdf Review recommended content for senior resources and services http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/libraryservices.cfm
49. RETREAT!	It's not what it seems! Frontline advocacy should continue forward throughout the life of the organization, but sometimes the best way to plan for the future is to reflect on what works and what doesn't!	Focus on frontline advocacy by holding a "frontline" afternoon or daylong retreat of employees, patrons and constituents to present, discuss and connect assessment data gathered to the library's future plans.	Visit "Be Efficient: The Six Disciplines Blog" at http://sixdisciplines.blogspot.com/2007/03/strategic-planning-retreat.html for information on planning the perfect retreat. See "Planning the Successful Retreat" http://www.ioelarose.com/articles/planning_successful_retreat.html

			And the famous "Big Dog's..." Planning Suggestions..." to use for retreats with much other "don't miss" information to help you at http://www.nwlink.com/~donclark/analysis/planning.html
50. ROUTINIZE!	While not everyone loves this word, making critical pieces of your operation routine are important to the well being of employees and the future of the process. Building in elements of advocacy and standardizing the "on the ground" front commitment to frontline advocacy is critical to the success of advocacy initiatives.	Build in frontline content to – as stated throughout the document – your organization's mission, vision, annual strategies, organizational and departmental goals, strategies, employee goals and performance plans, job descriptions, orientation, training and professional development. Keep your constituents informed about and committed to what you do and who you are as much as they should be committed to using your services and resources.	Visit ALA President Camila Alire's Initiative website for ideas, resources, links, and curriculum content for making your organization a frontline advocacy winner! http://www.camilaalire.com/initiatives.html
51. CELEBRATE!	Whether you have the specific advocacy successes you desired or not, you must celebrate your great work and your employees' great work. In addition, celebrate your educational program for your decision makers and your community.	Plan a party! Celebrate with an open house at your library!	Celebrate what you do! http://www.ala.org/ala/aboutala/offices/pio/pressreleasesbucket/celebrateyour.cfm
52. Next Steps	Think about what you want to try for the new year!	Integrate library advocacy for library literacy into the annual, operating plan and multi-year strategic plan.	Visit the "ALA Strategic Plan for Advocacy" for examples of advocacy and literacy initiative integrated into a strategic plan. http://www.ala.org/ala/aboutala/offices/ola/draftstrategicplan/draftplan.cfm

