Telling Our Amazing Professional Story: Everyday Advocacy for School Librarians

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Amazing Things Start in the Library!
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#NCSLMA18
Goals for this session:

- Create a personal advocacy profile
- Develop your 3 minute advocacy story (Elevator Speech)
- Learn about opportunities to share our message and speak with a unionified voice!
How many hats can a School Librarian wear?

What is your advocacy story?
Mastering Our Critical Conversations!

- Librarians are considered among the most trusted professionals that serve people (firefighters, nurses)*
- We are leaders!
- We have a message and a story to tell!

*From the ALA Advocacy Bootcamp
Creating Your Advocacy Profile:

Think about your circle of influence.
- Elected leaders
- Non-elected leaders
- Respected Individuals

When are leaders typically called upon for help or guidance?

MONEY

Let’s have a conversation about an issue that is more than fixing it with money!

*From the ALA Advocacy Bootcamp
Creating Your Advocacy Profile:

Build Your Advocacy Profile (use this link)
- Identify issues
- Identify non-elected leaders (influencers)
- Identify elected leaders or empowered decision-makers
- Create a plan to address issues

Pair-up with a neighbor, take a few minutes and think about 1 or 2 issues that are relevant to your school library, share.
The most convincing stories focus on real people. Begin with an experience that speaks to a student, teacher, school library users that is related to your identified issue.

Example: Jamie’s mom works late and asked if her son could stay in the media center after school. Jamie is a regular visitor to the school library media center.
Your 3 minute Advocacy Story

Talk about this issues, challenges or problem.

Example: The school library media center doesn’t have staff after school to supervise the media center and the principal would need to approve the request. After talking to Jamie’s teachers, there are several other students whose parents work late and do not want their child to be left home alone.
Your 3 minute Advocacy Story

Provide how the school library provided a solution.

Example: With the support of school administration, the school library was able to offer an after school homework club to help students use the media center and support working families.
Your 3 minute Advocacy Story

Share one fact related to the issue or problem.

Example: With a staggering level of unemployment now at 15% in our school community, helping families provide after school care and enrichment for students is a valuable resource.
Your 3 minute Advocacy Story

Use a “Phrase that Pays”, ALA’s Four Messages:

- Libraries transform lives
- Libraries transform communities
- Librarians are passionate advocates for lifelong learning
- Libraries are a smart investment

Example: School libraries are a smart investment!
Unified Advocacy Voice!

Learn more about the Libraries Transform campaign at:

www.ala.org/advocacy

Support NCSLMA’s Advocacy Initiatives:
● National Library Legislative Day
● Speak to elected officials
● Stay informed about issues

Resource: ALA Advocacy Bootcamp