
Frontline Staff Advocacy: Eight Steps to Getting Started

1. Develop an opportunity to create a dialogue between administration and frontline staff to review and share Initiative material and establish a plan for implementation.
2. Create a task force of staff from a variety of classifications to integrate Frontline Advocacy tools.
3. Decide on a simple message (or a few messages) that you want staff to articulate.
4. Brainstorm with staff to devise ways to communicate the message and begin to utilize the tools.
5. Reflect on existing practices and priorities and infuse the Frontline Advocacy Message in the work.
 - a. Strategic Plan
 - b. Programs/Events, Classes/Instruction
 - c. Circulation
 - d. Staffing and Training
6. Train Staff. Collaborate with other libraries to host a Frontline Advocacy Training.
7. Make Time. Think you don't have enough time? There is always time to speak with customers and a casual conversation can impart the value of libraries and your work and stimulate a recognition that wasn't there before.
8. Evaluate. This doesn't have to be complex. It can be as simple as checking with staff on a periodic basis. Have they been communicating with patrons? What reactions have they received? What suggestions do they have for altering the message, or for taking advocacy to the next level?