

Three-Module Library Advocacy Training Package



READY, SET, ADVOCATE!

- Part of the Illinois Library Association's sustained program of advocacy training for library staff, trustees, friends, and other supporters.
- A three-module program that provides the skills you need to become a successful advocate for your library.

- Each online module corresponds to a section in the ILA Library Advocacy Tool Kit, which contains additional tip sheets and links for libraries of all types and all kinds Tool Kit of library supporters.
- Based on the best practices of other successful training programs such as the ALA "Advocacy Boot Camp," other state association programs, and best practices from other groups.

READY, SET, ADVOCATE!

- Module One: Getting READY to understand advocacy and the role it plays in your library
- Module Two: SET the stage to build and tell your library story/message
- Module Three: ADVOCATE and act now!

What Is Advocacy?

Advocacy IS:

- Action
- Engagement
- Supporting a cause
- Defining specific issues
- A positive message
- Leading

Advocacy is NOT:

- Selling
- Marketing
- Begging
- Whining
- Letting someone else do it

The Advocacy Continuum

Laying the Groundwork

- Community engagement
- Building relationships
- Impact measures
- Personal stories

Turning Support into Action

- Building support networks
- Getting the message out
- Resources for advocates
- Advocacy training

Advocating for Specific Goals

- Local initiatives
- State funding
- Federal legislation
- International initiatives

Responding to Opportunities and Threats

- Budget threats
- Legislative challenges
- Censorship challenges

Advocacy is important NOW More Than Ever

The economic impact of COVID-19 will mean very difficult times ahead for all local, state, and federally-funded bodies. Libraries of all types need to clearly communicate their critical role in the economy, in education, and in the quality of individual and community life.

- Library advocates need to remind leaders that libraries are vital.
- Showcase how libraries provided virtual, curbside, and limited grab-and-go services to serve all patrons throughout the pandemic.
- Explain that as libraries reopen, they continue to be "first responders" for those who need internet access, help with accessing government programs, and educational materials.

- Explain that as schools continue to navigate hybrid learning models, libraries will be vital in narrowing the information literacy divide.
- Showcase how libraries are crucial for local businesses trying to recover.

Why are YOU an Important Advocate?

- **YOU** are the person who knows what your community needs.
- **YOU** know what your library can do right now.
- Both YOU and your library exist within a larger community or organization such as your city, faith community, school, or business community
- YOU know how your library can fit within that larger community or organization, right now.

Know Your Library

- Do you know if your library has a mission statement?
- Are your library's strategic goals up to date? Do you know what they are?
- Are you subscribed to local, state and national library system, state, and association e-lists? (ALA, ILA, RAILS, IHLS, ISL)

- Do you know when your library board meets? Are there board packets you can read to learn what the library is doing?
- Do you know where to get the basic data that explains who is using your library?
- Do you know what services your library offers?

Know Your Community

- Who are the community leaders/ movers and shakers?
- Subscribe to e-lists that your community has available: city, school, park district, chamber, etc.
- Does the community have service organizations?
- What are the key businesses?
- Do you know the school curriculum?
- Can you describe your community?

Know How You Are Going to Advocate

- Are you engaged in your community outside of your library?
- Are you serving in leadership roles in your community?
- Are you attending meetings, events, coffees in your community?
- Do you invite other organizations and businesses to come into your library to promote themselves?

- Are you at the community "table"?
- Is your library serving as a "vehicle" for your community?



Remember... You Are Not Alone!

- Illinois Library Association, www.ila.org/advocacy
- American Library Association, www.ala.org/advocacy
- Reaching Across Illinois Library System, www.railslibraries.info
- Illinois Heartland Library System, www.illinoisheartland.org
- Illinois State Library,
 www.ilsos.gov/departments/ library/home.html

- Illinois Association of School Library Educators (AISLE),
 www.aisled.org
- Consortium of Academic and Research Libraries in Illinois (CARLI), www.carli.illinois.edu

