ADVOCACY FOR SCHOOL LIBRARIES

Compiled by Elizabeth Greef with assistance from Lesley Farmer, May 2015

Vision without action is only a dream.
Action without vision is just passing the time.
Vision with action can change the world.

Joel Barker

1. The essence of advocacy: bringing about positive change through planning, implementation, evaluation, modification

2. Learn about advocacy using advocacy kits

3. Finding useful contacts and the right stakeholders – political contacts, publishers, cultural institutions, NGOs, school leadership, parents, students

4. Decide on goals and strategies:
   a) Articles
   b) Brochures
   c) Images, catchphrases and posters
   d) Letters
   e) Social Media
   f) Testimonials
   g) Video clips
   h) Campaigns to raise awareness and mobilise
   i) Community action groups
   j) Crowdfunding
   k) Reaching remote areas

5. Make connections to perceived needs, e.g. reading improvement, stronger research skills, improved results, better technology skills

6. Refer to evidence: Recent research on the benefits of school libraries and trained school librarians for students

7. Refer to important guidelines and statements
8. Create the plan
9. Implement the plan
10. Evaluate the plan; modify as necessary
11. Network; share ideas and what we have learned

1. The essence of advocacy – bringing about positive change through planning, implementation, evaluation, and modification
What advocacy is = action for positive change which may be in policies or attitudes or practices. Advocacy is carefully planned, implemented with sustained effort, then evaluated and modified as needed. Advocacy aims to bring about change, establish credibility, improve understanding of the school library's and librarian's role. The target may be government, school, and/or community.

2. Learn more about advocacy using advocacy kits and articles

Learnist Board on school library advocacy:
http://learni.st/users/86614/boards/20443-school-library-advocacy

Advocacy kits:
School libraries: Making a difference
http://www.schoollibrariesadvocacy.org.uk/toolkit/making_a_difference.pdf, UK

ASLA Advocacy kit: A teacher librarian advocate's guide to building information literate school communities, 2006
http://www.asla.org.au/site/DefaultSite/filesystem/documents/advocatesguide.pdf

3.0 Where school is cool! Frontline advocacy for school libraries toolkit
http://www.ala.org/advocacy/advleg/advocacyuniversity/frontline_advocacy/frontline_school

School Library Advocacy
The Advocacy Action Plan Workbook, ALA

http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/advleg/advocacyinstitute/Advocacy%20Action%20Plan%20-%20revised%2001-09.pdf

California School Library Association. (2014). Advocacy toolkit.
http://csla.net/csla-advocacy-information

Library advocacy in a world community -
http://www.library.illinois.edu/mortenson/book/14_brey-cassiano2.pdf

Library advocate's guide to building information literate communities – from ALA, 2001
http://www.ala.org/offices/sites/ala.org.offices/files/content/ola/informationliteracy.pdf

IFLA School Library Advocacy Kithttp://www.ifla.org/publications/school-library-advocacy-kit

The campaign for the world's libraries guide: How to participate and use the campaign
http://www.ifla.org/files/assets/at-your-library/guide/campaign-world-libraries-guide.pdf

SLANZA Advocacy
http://www.slanza.org.nz/advocacy.html
Link to download Grass Roots Advocacy

AASL – Advocacy
http://www.ala.org/aasl/advocacy

ALA – Citizens-Save-Libraries Power Guide
http://www.ala.org/united/powerguide

Action for Development through Libraries Program
http://www.ifla.org/alp

ISTE Advocacy Network
http://www.iste.org/advocacy

A school library association can be a useful means to start advocating for school libraries. See the IASL document **Starting a school library association.**

3. Finding useful contacts and the right stakeholders – political contacts, publishers, cultural institutions, NGOs

Kachel, D.E. (2013). Research that resonates: Influencing stakeholders. *School Library Monthly, 24*,8. Retrieved from http://www.schoollibrarymonthly.com/ARTICLES/Kachel2013-v29n8p5.html
This article gives advice on identifying stakeholders and 'massaging the message' appropriately

Hainstock, C. (2013). Bright Ideas: Advocacy – Influence and enchantment. Available online http://slav.global2.vic.edu.au/2013/08/05/influence-and-enchantment/#.Ugr3LLF--M8

How to increase your likability infographic http://slav.global2.vic.edu.au/increasing-likeability-infographic/#.VVhNBOvN6JV

Union-Active School Librarians and School Library Advocacy: A modified case study of the BCTLA and the BCTF. School Library Research, 2015 http://www.ala.org/aasl/sites/ala.org.aasl/files/content/aaslpubsandjournals/slr/vol18/SLR_UnionActiveSchoolLib_V18.pdf

Enlist significant voices to speak on your behalf, e.g. as Margaret Atwood did in The Advocate, saying school librarians are not optional. Link to the article no longer exist.

4. Decide on goals and strategies:

See Karen Bonanno's article on strategies: Seven strategies to develop your advocacy toolkit http://www2.curriculum.edu.au/scis/connections/seven_strategies_to_develop_your_advocacy_toolkit.html

a. Articles
Write advocacy articles:

*for principals' journals. See Doug Johnson's tips in the **IASL PD Library**

*for library journals. See **Sample article on IASL**

Ideas for articles supporting school libraries:

Invest in libraries: they are windows into digital literacy for adults
http://www.syracuse.com/opinion/index.ssf/2014/02/libraries_are_windows_into_digital_literacy.html

Libraries of the future: Where trends are taking K-12 public school libraries
http://m.huffpost.com/us/entry/4738085

Are librarians still important?
Articles linked from the FB group Evidence Based Practice

Your school library – help for better teaching outcomes
https://www.alia.org.au/news/12028/your-school-library-help-better-teaching-outcomes

Librarians lead the way in edtech
http://www.techlearning.com/resources/0003/librarians-lead-the-way-in-edtech/69129

New report hails librarians as drivers of digital transition
http://www.thedigitalshift.com/2014/03/research/new-report-hails-librarians-vital-drivers-digital-transition/

SKrashen - Why invest in libraries
http://skrashen.blogspot.com.au/2014/02/why-invest-in-libraries.html

Libraries in the Digital Age? Yes, they're still crucial
http://www.centerdigitaled.com/GT-Libraries-in-the-Digital-Age-Yes-Theyre-Still-Crucial.html

Neil Gaiman: Why our future depends on libraries, reading and daydreaming
http://www.theguardian.com/books/2013/oct/15/neil-gaiman-future-libraries-reading-daydreaming/print

b. Brochures
Example: ALA - Every voice makes a difference brochure

Using the search terms –advocacy brochures school libraries - you can see many examples of advocacy brochures on Google images

c. Images, catchphrases, posters
Useful catchphrases, images and posters can help support your advocacy campaign
Ad campaigns for books, bookstores and libraries
http://ebookfriendly.com/ads-for-books-bookstores-libraries/

Images and catchphrases for campaigns that could be used as ideas for library promotions, displays and advocacy.

100 things kids will miss (if they don't have a school library in their school), Dr Nancy Everhart
http://www.asla.org.au/site/DefaultSite/filesystem/documents/100-things-poster.pdf

What do TLs teach? Joyce Valenza
http://farm4.static.flickr.com/3439/5761280491_355c41a56c_b.jpg

Many reasons you need your librarian poster
https://magic.piktochart.com/output/b85bc5e1-da03-4611-98f4-5cae6b25104c#.UTfXzxm67Tt

School libraries and student achievement infographic
http://www.lrs.org/documents/school/school_library_impact.pdf

"A trained librarian is a powerful search engine with a heart" poster
http://jabberworks.livejournal.com/525413.html

d. Letters
Write advocacy letters
See a **Sample advocacy letter**
http://www.asla.org.au/advocacy/government.aspx

e. Social Media
Social media platforms can be employed for advocacy purposes

Efficient Social Media Librarian: 10+ Awesome Resources to Populate Social Media
http://stephenslighthouse.com/2014/05/08/efficient-social-media-librarian-10-awesome-resources-to-populate-library-social-media/

Includes Tumblr, Someecards, Facebook, Pinterest, Flickr, Getty Images and Creative Commons search engines.

Example: *What a difference a school library makes.* Facebook campaign by ASLA and ALIA

f. Testimonials
Provide opportunities to gather an disseminate testimonials

I'm thankful for libraries because…
http://thankfulforlibraries.com/

Libraries changed my life
http://librarieschangedmylife.tumblr.com

g. Video clips
Using video clips can be a useful and engaging way to promote our profession and services

Promoting your school library – ALIA Schools
https://www.youtube.com/watch?v=Va5mo6ik2_M

Imagine the possibilities
https://www.youtube.com/watch?v=A_QnbQxnNCI
Animated clip - school libraries moving towards the future

School library story - Joyce Valenza
http://vimeo.com/82208025
Explaining how the loss of school libraries affects children; call to parents to stand up for children's rights to a school library

Your child's school library: what you should know – The 21st century media program
https://myschoollibrary.wordpress.com

21st century school libraries
https://www.youtube.com/watch?v=jiRIjhkZnkY
US school library; nearly half an hour long but gives an example of how a school library is conveying its role to the community

Designed for learning: School libraries
https://www.youtube.com/watch?v=3nKzEYPKG1U
UK school libraries promotional video; interviews with stakeholders; half hour long - CILIP

Iowa school libraries promotion: Teachers and teacher librarians working together
http://m.youtube.com/watch?v=aZ27DmMTo6k
Focus on role of teacher librarians

Crittenden Middle School Library 2014
http://m.youtube.com/watch?v=TTfsai4OgEk&desktop_uri=%2Fwatch%3Fv%3DTTfsai4OgEk
Presentation by a US school library explaining the role within the school

Mira Costa High School Library Orientation 2014-2014
https://www.youtube.com/watch?v=M4mnLIUxBsM

Get a read on this: Libraries bridging the digital divide
TEDx talk by Andrew Roskill
https://www.youtube.com/watch?v=J198u5HK0pY&feature=youtu.be
The critical role of libraries in providing access to information: the gap between those who agree that libraries are important (95%) and the 52% who don't use libraries as much as previously.

h. Campaigns:
The Hub, "Bibliopride", ALIES, Cycling advocacy
Blogs or other sites may be used to run long- or short-term campaigns. These campaigns often give ideas for advocacy.

The Hub – Australia
The Hub in Australia has been running an advocacy campaign for improving the quality of school libraries in Australia for some years.
The Hub: campaign for quality school libraries in Australia
http://www2.curriculum.edu.au/scis/connections/the_hub_campaign_for_quality_school_libraries.html

ALIES – A library in every school - international
Instituted by ENSIL and IFLA;

Bibliopride – an Italian library advocacy campaign
Sponsored by the Associazione Italiana Biblioteche (AIB)

School libraries: From the Black Sea to the North Sea
http://readingacrosseurope.blogspot.com.au
A cycling advocacy trip and short-term campaign to raise awareness of the need for quality school libraries

We are the weather makers: Advocacy in action
http://www.slideshare.net/ASLAonline/we-are-the-weather-makers-advocacy-in-action

http://www.softlinkint.com/wp-content/uploads/downloads/2013/10/2013-survey-draft-report-101713.pdf

https://hubinfo.wordpress.com/tag/inquiry-into-school-libraries-and-teacher-librarians/

i. Community action groups

Online community action groups can be employed to raise petitions on significant topics. These can easily be shared on social media and can be used as a means for political lobbying. Examples are **AVAAZ** and **GetUp**

A British petition on behalf of children and school libraries is an example:

Give UK school children the same legal rights to libraries that prisoners have

j. Crowd-funding

Crowdfunding provides a means to raise funds via the internet from a large number of people. There are many crowdfunding services to enable projects to occur but the models can be quite different and so it is worth spending time to ensure that the service chosen is appropriate for the service.

Comparison of crowdfunding services

k. Reaching remote areas

An example of reaching teacher librarians in more remote areas in Australia is the Three Rs http://three-rs.wikispaces.com/ , a network for teacher librarians in rural, regional and remote Australia co-ordinated by Barbara Braxton through a Google group and a FB page:

https://www.facebook.com/groups/three.rs.network/. This strategy can be used to link more remote areas into advocacy campaigns as well as providing the opportunity for networking, mentorship and professional development.

 "School Libraries: A Plan for Improvement"

http://www.literacytrust.org.uk/assets/0000/5718/School_Libraries_A_Plan_for_Improvement.pdf

This report from the National Literacy Trust (NLT) and Museums, Libraries and Archives (MLA) is based on the 90+ submissions of evidence, plus further evidence from various stakeholder groups including pupils, teachers, school librarians, head teachers and local authority staff, as well as an expert round table of organisations including CILIP, ASCEL, UKLA and Booktrust as well as SLA. Standing behind all this is also a huge piece of research based on a survey of 17,000 pupils. It refers to the benefits which school libraries bring to the quality of education in schools and talks about many different aspects of reading and literacy. It is a wonderful document for school library advocacy. I hope that this is helpful.

5. Make connections to perceived needs, e.g. reading improvement, stronger research skills, improved results, better technology skills

South African Equal Education: Libraries and the Bookery with slogan "One school, one   library, one librarian"
https://www.equaleducation.org.za/campaigns/bookery-1
1 goal: education for all
http://www.join1goal.org/about-1GOAL.php

6. Refer to evidence: Recent research on the benefits of school libraries and trained school librarians for students

Use current research to strengthen your position
See also **Research evidence to support the argument for school libraries** *by IASL Research SIG, coordinated by Helen Boelens*

CONCISE RESEARCH TO ASSIST IN ADVOCACY

School Libraries Impact Studies
http://www.lrs.org/data-tools/school-libraries/impact-studies/
A link to many pieces of recent research on school libraries that demonstrate the impact of school library staffed by a qualified school librarian can make – very useful for advocacy

The value of school libraries in learning – ASLA
http://www.asla.org.au/research.aspx

School library research summarized
http://sl-it.mansfield.edu/upload/MU-LibAdvoBklt2013.pdf

School Libraries Work! 3rd edition, 2008
http://www.scholastic.com/content/collateral_resources/pdf/s/slw3_2008.pdf

Powerful libraries make powerful learners: The Illinois Study

The research: School libraries, literacy and academic achievement
http://www.connect2tls.info/the-research.html

School libraries, teacher-librarians and literacy at Gold Coast schools: Research findings
http://www.slav.vic.edu.au/synergy/volume-11-number-2-2013/research/331-school-libraries-teacher-librarians-and-literacy-at-gold-coast-schools-research-findings.html

A report on Australian research into Gold Coast schools in Queensland, with a literature review and bibliography, explaining the methodology and results

School libraries building capacity for student learning in 21C
http://www.curriculumsupport.education.nsw.gov.au/schoollibraries/assets/pdf/Schoollibraries21C.pdf

Demonstrating the importance of school libraries
http://www.sldirectory.com/libsf/resf/import.html

Potential of school libraries and teacher librarians to contribute to improved educational and community outcomes

Libraries boost learning!
http://eduscapes.com/sms/librarygraham.pdf
A document from 2005 with a summary of a good school librarian, characteristics of a successful school library, an annotated bibliography and links to US state studies on school libraries

School librarians and student performance, Queen's University, Elizabeth Lee
http://library.queensu.ca/webedu/tl/elee_LibraryProgramsandStudentPerformance.ppt

Queen's University – Advocacy resources
http://library.queensu.ca/webedu/tl/index.htm

Impact of school libraries on student achievement (2003)
http://www.asla.org.au/research/Australia-review.aspx

Future learning and school libraries (April, 2013)
http://www.asla.org.au/site/DefaultSite/filesystem/documents/2013-ASLA-futures-paper.pdf

One-to-one: let's have one librarian for every 1:1 school
http://www.slj.com/2015/03/opinion/pivot-points/one-to-one-lets-have-one-librarian-for-every-11-school-pivot-points/

The results are in: Libraries matter (Room to Read)
https://medium.com/room-to-read-happenings/the-results-are-in-libraries-matter-9e3ff0234825

Value of school libraries
http://www.readplus.com.au/promotereading_detail.php?id=54

Libraries improve literacy: the research

http://www.connect2tls.info/literacy-and-libraries-research.html

The school library: today and tomorrow (IFLA)
Trilingual: English, French, Spanish
http://www.ifla.org/publications/the-school-library-today-and-tomorrow-trilingual-englishfrenchspanish

Reading research to support value of school libraries
Stephen Krashen, Protecting students against the effects of poverty: Libraries
http://www.sdkrashen.com/content/articles/2011._protecting_students_against_the_effects_of_poverty.pdf

How reading a little each week is a form of life support
http://www.sciencealert.com/how-reading-a-little-each-week-is-a-form-of-life-support

Promote reading
http://www.readplus.com.au/promotereading_detail.php?id=53

7. Refer to relevant important guidelines and statements
UNESCO/IFLA School Library Manifesto
The IFLA/UNESCO School Library Guidelines – under revision
The Amsterdam Statement on school libraries and information literacy
Alexandria Proclamation on Information Literacy and Lifelong Learning (UNESCO, IFLA and the National Forum on Information Literacy)
The Prague Declaration: Towards an Information Literate Society
The Lyon Declaration on access to information and development (IFLA)
Standards of professional excellence for teacher librarians

8. Create your plan

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10. Evaluate the plan; modify as necessary

11. Network; share ideas and what we have learned