

ADVOCACY FOR SCHOOL LIBRARIES

Compiled by Elizabeth Greef with some input 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**
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- 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

3.0 Where school is cool! Frontline advocacy for school libraries toolkit

http://www.ala.org/advocacy/advleg/advocacyuniversity/frontline_advocacy/frontline_school

AASL – Advocacy

<http://www.ala.org/aasl/advocacy>

Action for Development through Libraries Program

<http://www.ifla.org/alp>

ALA – Citizens-Save-Libraries Power Guide

<http://www.ala.org/united/powerguide>

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>

California School Library Association. (2014). Advocacy toolkit.

<http://csla.net/csla-advocacy-information>

[IFLA School Library Advocacy Kit](#)

<http://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>

ISTE Advocacy Network

<http://www.iste.org/advocacy>

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>

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>

SLANZA Advocacy

<http://www.slanza.org.nz/advocacy.html>

Link to download Grass Roots Advocacy

A school library association can be a useful means to start advocating for school libraries. See the IASL document ***Getting started: Ideas and Procedures for starting a School Library Association or Section*** in the **IASL PD Library**

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.abc-clio.com/Portals/0/PDF/FeaturedArticles/LU/SLMFreeArticles/0513_v29n8p5_Research_Resonates_Kachel_2.pdf

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>

Exploring ways to connect with stakeholders

Union-Active School Librarians and School Library Advocacy: A modified case study of the BCTLA and the BCTF. (2015). School Library Research.

http://www.ala.org/aasl/sites/ala.org/aasl/files/content/aaslpubsan/djournals/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 exists.

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 on **Writing articles for non-library journals** 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 and 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=jiRIjkhZnkY>

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=aZ27DmMT06k>

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

<https://www.facebook.com/ALibraryInEverySchool>

Instituted by ENSIL and IFLA

Libreriamo / [Bibliopride](#) – an Italian library advocacy campaign

<http://libreriamo.it/?BiblioPride>

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/ASLAnonline/we-are-the-weather-makers-advocacy-in-action>

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 AVAAZ 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

Crowd-funding provides a means to raise funds via the internet from a large number of people. There are many crowd-funding 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"

School Libraries: A plan for improvement

<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 [School Libraries Work!](#) 2016 edition, and also **Recent school library research: Impact studies** 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!](#) 2016 edition

<http://www.scholastic.com/SLW2016/>

[Powerful libraries make powerful learners: The Illinois Study](#)

<http://21cif.com/resources/links/research.html>

[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

[IFLA School Library Guidelines, 2nd edition](#)

<http://www.ifla.org/publications/node/9512>

[Alexandria Proclamation on Information Literacy and Lifelong Learning \(UNESCO, IFLA and the National Forum on Information Literacy\)](#)

<http://portal.unesco.org/ci/en/ev.php->

URL_ID=20891&URL_DO=DO_TOPIC&URL_SECTION=201.html

[The Amsterdam Statement on school libraries and information literacy](#)

<http://www.ensil->

<online.org/site/templates/ensil/images/pdf/Amsterdam%20Statement2003.pdf>

[The Lyon Declaration on access to information and development](#)

<http://www.lyondeclaration.org>

[The Prague Declaration: Towards an Information Literate Society](#)

<http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/PragueDeclaration.pdf>

[Standards of professional excellence for teacher librarians](#)

<http://www.asla.org.au/policy/standards.aspx>

[UNESCO/IFLA School Library Manifesto](#)

http://www.unesco.org/webworld/libraries/manifestos/school_manifesto.html

8. Create your plan

Your plan needs to be based within the framework of your curriculum and own local setting.

9. Implement the plan

Put into action in a manageable way the strategies on which you have decided.

10. Evaluate the plan; modify as necessary

Implement the evaluation of your advocacy plan and process and adjust as necessary for the future.

11. Network; share ideas and what we have learned

Discuss the process with other stakeholders and interested parties.

Collaborate on an advocacy plan.

Advise others on their advocacy processes.

Offer professional development to others on how to advocate for the improvement of school libraries and library services to children.