
August 13, 2015
WebJunction and Public Library Association
Today’s Presenters

Ava Ehde  
Manatee County Public Library, FL

Barbara McGary  
James V. Brown Library, PA

Cathay Keough  
Delaware Division of Libraries and Delaware Library Association, DE

Julie Meredith  
Clarkston Independence District Library, MI

Lance Werner  
Kent District Library, MI

Mary Lou Carolan  
Wallkill Public Library, NY

Mary Hirsh  
Public Library Association

Anna Shelton  
OCLC WebJunction
Advocacy Successes

Funders stepped forward to keep the library open on Sundays.
Shrewsbury Public Library

New library construction underway, funded in part by winning voter approval of a temporary tax.
Wasilla Public Library

Library foot traffic increased by 27%.
Homer Township Public Library

New donors contributed nearly 30% of funds raised in a recent appeal.
Wayne County Library Alliance

5-year millage won, just days away from closing the library doors.
Troy Public Library (MI)
We ... gained a vastly increased respect for the library and what it means to have one. Partnerships have been formed and strengthened.

I recently presented our needs to a local community foundation. We received approval for up to $30,000 in materials!

Got local Art Center, Historical Museum, School District, and Chamber of Commerce to sign on as grant partners. Partnerships have been formed and strengthened.

I really enjoyed this course and your training. I think it's a really good tool for focusing on what's needed to plan for the future.

We find widespread support for the library system in the community, corporate levels, and the legislature. I think these advocacy efforts are helping us turn that support into funding dollars.

[We] ... gained a vastly increased respect for the library and what it means to have one.
What is Turning the Page?

Training curriculum designed to give library staff, trustees, and supporters the **SKILLS** and **CONFIDENCE** needed to successfully advocate on behalf of their library.
Evolution

2008

Turning The Page
BUILDING YOUR LIBRARY COMMUNITY

Welcome!

In order to receive credit for completing this training, you must complete six courses: Getting of four elective courses, and What’s Next?

To view a course description, roll your mouse over the course title. To take a course, just click through each course, your progress will be saved. If you exit a course and return, you’ll be where you left off.

First Course

Getting Started

Elective Courses

Follow Me (Librarian-focused)
It’s All About You (Librarian-focused)
Make It Memorable (Librarian version)
Public Perceptions of Libraries
Creating Your Library Story
Building Relationships
Show Me the Money
Staying on Track
Your Unique Role (Supporter-focused)

Final Course

What’s Next?

2012

Turning The Page
SUPPORTING LIBRARIES, STRENGTHENING COMMUNITIES
Turning the Page Outcomes

- **8 out of 10** attendees said TtP training was **beneficial or extremely beneficial** in helping them overcome barriers to advocating for their library.
- Participants rated the **helpfulness** of work session content an average of **4.35 out of 5**.
- **98%** of Opportunity Online grantees made the required funding match.
- Online & in-person attendees **achieved learning objectives** at similar rate *(online)*.
- **Two-thirds** of in-person attendees **referred colleagues** to the online training *(online)*.
- **Achieved short-term advocacy outcomes** at same rate as original participants *(2.0)*.
- Attendees **engaged colleagues** offline to support efforts *(2.0)*.
While all that was happening...
Welcome to Turning the Page: Supporting Libraries, Strengthening Communities. Whether you are planning an advocacy training for your public library or library system or you are a seasoned library advocate looking for ideas and inspiration, this site offers an advocacy training curriculum and resources that can help. The training curriculum is designed for the public library community—librarians, library directors, library staff, and partners—to help effectively advocate for funding, policies, and other support that will allow libraries to continue to meet the needs of their communities. The curriculum and the other resources on this site are free to use and to share.

WHAT IS THE ADVOCACY TRAINING CURRICULUM?
The curriculum is an advocacy training program that is customizable. It includes an Advocacy Training Implementation Guide—a recommended read before diving into the curriculum—and a set of 15 training sessions that each includes a trainer script, PowerPoint presentation, and handouts. An Advocacy Action Plan Workbook accompanies the training so participants can develop an advocacy plan for their library in real-time.

WHERE DO I START?
Great question. Anyone planning an advocacy training for their public library or library system should start by reading the Advocacy Training Implementation Guide. It provides an overview of the curriculum and advice from people who have used it. You can find the guide and more information on using the curriculum by clicking the link below.

WHAT RESOURCES ARE AVAILABLE FOR ADVOCATES?
Whether you are new to library advocacy or are looking for resources to help you conduct advocacy and measure your library’s impact on the community, we have tools, guides, and case studies you can use.
The Curriculum

• 15 Sessions
  – 5 Core Sessions; 10 Mix and Match
  – Topics include Value of the Public Library; Defining Your Advocacy Goal; Developing and Strengthening Partners; Using Social Media for Advocacy; Using Impact Data for Advocacy

• Can be used in any combination

• Advocacy Action Plan
SESSION 2: VALUE OF THE PUBLIC LIBRARY

This is a core session of the advocacy training curriculum. It builds a foundation for the rest of the training by illustrating the value of the public library and its services to the community. It will motivate participants to be great advocates for their libraries.

For a full list of curriculum sessions and materials, click here.

- SCRIPT: This customizable training script recommends ways to make the content as relevant as possible. It also includes trainer talking points and suggestions for how to deliver the training and activities you could do.
  DOWNLOAD NOW

- POWERPOINT PRESENTATION: This PowerPoint provides a visual component to accompany the script and help create an interactive, engaging session. It will help you keep participants' attention and the session on track.
  DOWNLOAD NOW

- HANDOUTS: The handout for this session summarizes examples of how a library can have a positive impact on the community.
  DOWNLOAD NOW

ADVOCACY TRAINING IMPLEMENTATION GUIDE

Before getting started with your advocacy training, download this guide to help you plan, staff, and implement your training program. It will help you customize each session and prepare for its delivery. It also provides tools for evaluating the success of your training.

FULL ADVOCACY TRAINING CURRICULUM

Download all of the advocacy training curriculum sessions, scripts, PowerPoint presentations, and handouts.

ADVOCACY ACTION PLAN WORKBOOK

Participants will complete sections of this workbook throughout the training. As a result, they will have built an advocacy plan by the end of the training that is ready to implement.

POST-TRAINING GUIDE

This step-by-step guide will help training participants put their Advocacy Action Plans into action after the training program.
Where do I get this amazing product?

- [http://publiclibraryadvocacy.org/](http://publiclibraryadvocacy.org/)
  - Download all curriculum components

- [http://www.ala.org/pla/advocacy/turningthepage](http://www.ala.org/pla/advocacy/turningthepage)
  - Link to new curriculum
  - List of PLA-trained facilitators
  - Access Turning the Page online
Resources to help libraries:
• Conduct an awareness campaign
• Showcase the vital role they play in their community
• Educate the public about critical funding issues that libraries face.

"The campaign helped teach the community that the library is there for everyone. They see the library as a part of them and an important part of the community."
- Library Director
Geek the Library

What is Geek the Library?

Geek the Library is a campaign designed to highlight the vital role of public libraries and raise awareness about the critical funding issues many libraries face. This campaign was developed based on the research findings included in From Awareness to Funding: A study of library support in America. This study, published by OCLC in 2006, found that increasing funding support for public libraries requires changing community perceptions.

With funding from the Bill & Melinda Gates Foundation, OCLC conducted a pilot campaign during 2009-2010 in partnership with nearly 100 public libraries in Georgia, Illinois, Indiana, Iowa and Wisconsin. The results of this pilot are documented in the report, Geek the Library: A Community Awareness Campaign, and includes the finding that Geek the Library gets people's attention, raises awareness, and encourages action.
1. Plan your campaign
2. Create awareness
3. Generate engagement
4. Encourage action
5. Sustain the momentum
Economic Development Kit

Last Modified: 14 July 2015

Start the conversation about libraries and community development.

START THE CONVERSATION
LIBRARIES AND ECONOMIC DEVELOPMENT

Use these Talking Points as a tool for initiating a timely funding conversation with your community. Be sure to include any local or library statistics. (Remember, you don’t have to quote hard numbers; an accurate approximation or general statement about how libraries and economic development benefits the community of your town/city is fine.}

Austin (TX) Public Library and a basketball geek

"I geek street art" Mural in Art Alley - Rapid City, Iowa
http://oc.lc/advocacy
Phases of Advocacy

1. Plan & prepare
2. Create awareness
3. Generate engagement
4. Encourage action
Advocacy Superstars
Plan & Prepare

Lance Werner
Kent District Library
Kent County, Michigan
The Playing Field
Advocacy Goal
Kent County Taxpayer’s Alliance

• Kent County Taxpayers Alliance opposes Wyoming schools asking voters again for $53.1 million - *Grand Rapids Press, May 2013*

• Kent County Taxpayers Alliance opposes Northview schools asking voters again for $11.9 million - *Grand Rapids Press, May 2012*

• Group sues Grand Rapids to force streets tax off May ballot - *Grand Rapids Press, March 2014*

• Income tax opponents in Grand Rapids to launch campaign at Americans for Prosperity event - *Grand Rapids Press, February 2014*

• The Rapid's loss at polls means end of Hudsonville's public transit efforts, mayor says - *Grand Rapids Press, February 2012*
45 percent tax increase? Kent District Library to settle on millage request
The Call
The Plan
The Meeting
The Campaign
The Outcome
What About You?

• Do you know the group(s) or audiences that you need to craft your library’s advocacy message for?

• Who are they?

Share in chat!
Plan & Prepare
with Passion

Mary Lou Carolan
Wallkill Public Library
Wallkill, New York
How did we get here?
Be Audacious!

Advocate don’t Abdicate.

The life of your library depends upon it!
Size Does Not Matter!

- My library is 3,700 sq. ft.
- Located in the rural Hudson Valley area of NY
- Serving just under 6500 people
- I am the only full time staff person, 7 part-time staff
- People will support you if YOU believe

Wallkill Public Library
www.wallkillpubliclibrary.org
It All *Begins* With YOU!

Gather people around you who share your vision, believe in you, and see the benefits of the library to the community.

...But it’s Not All *About* YOU!

• Leaders need followers
• Awareness campaigns need supporters
• Many hands make light work
You already have what you need to get started!

Easy-to-use tools and examples are available for you to customize your library awareness campaign.
#1: Don’t be Intimidated

- Create a team
- Work together to inform and empower your colleagues
- Cultivate pride for what your library does really well
- Plan your campaign launch and take the first step
#2: Build Buy-in

- Involve supporters and staff – meet, explain, and train!
- Reach out to area libraries, business and community leaders
- Help staff and supporters shift their perception of libraries and themselves
- Let people practice and find the right role
#3: Go Big!

- Plan to engage volunteers and community members
- At the beginning, look for ways to partner with other libraries
What’s holding you back?

Share in chat!
Create Awareness

Ava Ehde
Manatee County Public Library System, FL
Advertising: marketing

• Determine **where people go frequently** and be there
• Get **out in traffic**
• Be a **core participant** at community events
• Create **unique library events** to draw in new users
• Connect with **local Educational TV and cable**
• Create marketing and instructional **videos or digital slides**
• Host **contests** to inspire creativity
Advertising: Free Press

6 important steps to prepare to successfully conduct media outreach

• Determine the library news story you want to tell
• Prepare media message points
• Prepare media materials
• Identify a library spokesperson
• Conduct outreach to media outlets
• Follow-up with reporters and monitor coverage

(from Turning the Page - Media Outreach and Planning)
Discover and support individuals’ passions

• Check out *Recognize and Target the Appropriate Audience* and *Create Awareness*

• Pursue *personal connections* which often bear impressive fruit

• Learn about the *passions of your supporters*, donors and elected officials

• Create strong advocates by *assisting them in their mission*

• Talk up new projects on social media and *encourage participation*

• Solicit *community service* by local businesses and sports figures
Build lasting connections

• Show your enthusiasm

• Get invited to speak or serve on community boards

• Take time to visit with customers informally

• Make staff and volunteers informed advocates

• Find new outreach opportunities (farmers markets, health fairs and other local venues)

• Feature community faces. Once you do the library will show up in the most interesting places.

• Encourage creativity!
What’s the current community perception of your library?

Share in chat!
Encourage Action

Cathay Keough
Delaware Division of Libraries and
Delaware Library Association, DE
Appreciation

Delaware Libraries and their staff
Delaware Library Association
Delaware Library Friends
Delaware Library Trustees
Delaware Library Administrators

...and all library supporters everywhere!
"There is not such a cradle of democracy on earth as the Free Public Library, this republic of letters, where neither rank, office, nor wealth receives the slightest consideration."

**Andrew Carnegie** (1835-1919)
Industrialist, Businessman, Entrepreneur and Philanthropist
The education of future and existing advocates

“Who?”

“Everyone who works in a library!”

But don’t stop there...

Who can you reach out to, in order to help them learn advocacy skills?
Stakeholders are everywhere.

Be prepared.

Your Advocacy Plan is your “pocket of confidence”
Who are your essential stakeholders?

Who are your super supporters?

Who are your probable supporters?

Share in chat!
Keys to the Plan

• How to create a short compelling story about your library
• Essential relationships and community partnerships
• How to tell the story of the library (parking lot speech)
• Types of stories that will make an impact
My chance

Image: http://www.alifechangingjourney.com/take-a-chance/
Meanwhile...

...make a buzz behind the scenes
It works!

Image: Legislative Hall, Dover Delaware
Keep at it!

• Collaboration

• Relationship building

It is a never-ending story

Our advocacy efforts do not end with this story.

We continue to learn new ways to promote libraries everywhere, for the future generation, for all.

How do you keep the buzz alive year-round?

Image: About volunteerism http://www.mvsc.co.uk/volunteering
Encourage Action

People who are passionate about the library want to help.
Empower them!

Julie Meredith
Clarkston
Independence
District Library, MI
Prepare an elevator speech with some flexibility

- Know your funding sources
- List critical improvements that will be made
- Know your key library services
- Prepare real-life story about impact
- PRACTICE, PRACTICE, PRACTICE
- Empower others with this same skill – you can’t do this alone!
Create a simple message & talking points

• Write a tagline and 4-5 easy-to-remember key points
• Provide a cheat sheet with a simple one sentence answer to each FAQ
• Provide to supporters to carry this message
Don’t be afraid of a little opposition.  
It rallies supporters!

• Be aware of any naysayers in the community. Know what they are saying about the library.
• Have short, upbeat responses prepared to teach your library supporters.
• Stay positive! Encourage others to stay positive!
Connect with your community’s thought leaders

• Identify your community’s “movers & shakers” and empower them to lead the positive perception and support of the library
• Encourage them to share their story throughout the community about why they love the library
Brand your message & Make it easy to share

- Create branded resources to meet a variety of needs
  - Printed handouts, website, PowerPoints, PDFs, jpegs, ads, posters, etc.
- Make these resources easily available
- Encourage people to tell their library story to family, friends and neighbors

Start the Conversation Kit

by Advocacy in Action
Last Modified: 14 July 2015

- Start the Conversation Presentation (PPT)
- Start the Conversation Postcard Options (PDF)
- Start the Conversation Talking Points (PDF)
- 5 Things to Say about How Libraries Support Jobseekers (PDF)
List your target audiences

• Create a list of all of the target audiences you would like to reach
  – PTO/PTAs, civic organizations, home owners associations, business owners, elected officials, teachers, parents...

• Identify someone in each group who is a library supporter and empower them with the library’s talking points and branded resources
Identify ways to reach people

• Brainstorm all the ways and places you can spread your message
  – Websites, e-blasts, listservs, newspapers, social media, community bulletin boards, community gathering places, sporting events, local access television/radio...

• Identify someone for each pathway and empower them to spread the library’s message
Things to think about...

• What percentage of the community would you estimate knows how the library is funded?

• What percentage of the library staff knows how the library is funded?...Can they explain it?

• What is a brief, positive way to respond to the statement “We don’t need libraries, we have the internet”?...Does the library staff know how to respond to that statement in a brief and positive way?...Do your other supporters?

• List five influential people in your community. Which ones will help promote the library?...How can you convince the others?...Who could help you convince the others?
What’s your parking lot response to: “We don’t need libraries, we have the internet”?

Share in chat!
Sustain the Momentum

Lance Werner
Kent District Library
Kent County, Michigan
Bodies in Motion Tend to Stay in Motion
Staff Training
What’s Next
Sustain the Momentum
Or
Be Unstoppable!

Mary Lou Carolan
Wallkill Public Library
Wallkill, New York
There is Always Time for Advocacy

- Make it a priority
- Infuse it into everything you do
- Have fun with it
- In every instance ask yourself: Who else needs to know about this? Then let them know!
Expect More

• from yourself
• from your staff
• from your Board and Friends
• from your community
Elevate the discussion

Help people to visualize what you imagine is possible.

“We don’t communicate with the community consistently enough, if we did, they would know what we are doing. We must give people a reason to pay attention.”

– Robert Hubsher
What is one action you will take today, based on what you learned in this webinar?

Share in chat!
Questions and Discussion

Share in chat!

Special thanks to our chat moderator,
Barbara McGary
James V. Brown
Library, PA
INCREASED FUNDING

Plan & prepare
- Staff buy-in
- Marketing plan
- Defining advocacy
- Value of the public library

Create awareness
- Building personal connections
- Creative advertising
- Creating advocacy messages
- Using library perception & impact data
- Identifying target audiences

Generate engagement
- Raise profile through events & media
- Telling your library story
- Building & sustaining partnerships
- Media planning & outreach

Encourage action
- Educate community on funding & supportive actions
- Making a funding or policy request
- Creating a library story
- Putting advocacy plans into practice
Mash-up: Turning the Page curriculum and a Geek-like awareness campaign

Path #1:
• Do *Turning the Page* to **build essential skills**.
• Keep up momentum by applying those skills through a **library awareness campaign** modeled after *Geek the Library*.

Path #2:
• **Plan a library awareness campaign** modeled after *Geek the Library*. Document your campaign plan with the **Advocacy Action Plan workbook** from *Turning the Page*.
• Use the workbook to help you identify where you need to **brush up on critical skills** from the *Turning the Page* curriculum.
Share your advocacy story!

- PLA and OCLC are sponsoring a video contest for US libraries
- 60-second video featuring your advocacy success
- Video submissions due by **September 14**
- Top three video submissions will win a Roku streaming stick for your library

[oc.lc/videocontest](oc.lc/videocontest)