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Advocacy 101: When Advocacy Becomes Second Nature

Lisa M. Shaw - Maine State Library
Kate Brunner - Pine River Library & Colorado State
Library



ARSL

The Association for Rural & Small Libraries

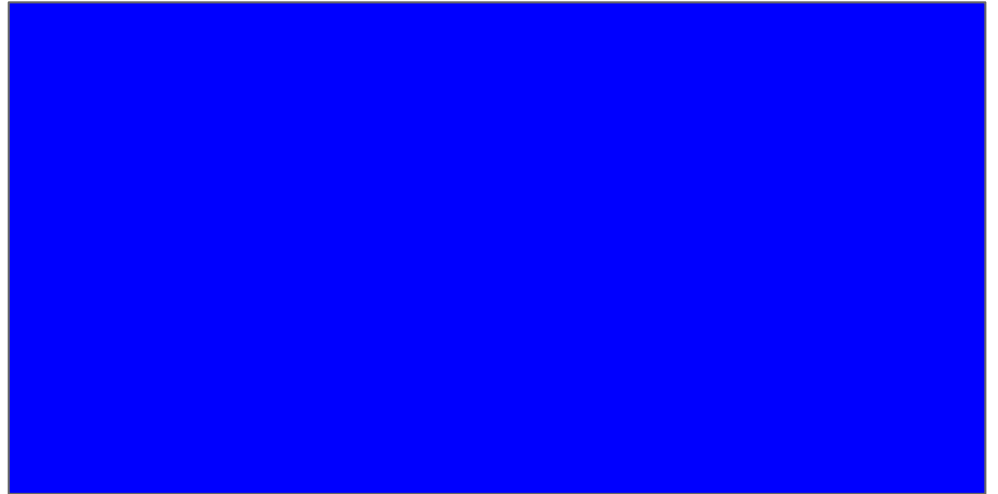
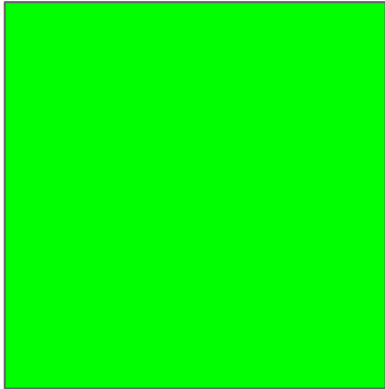


What It Ain't

Well, sometimes...



Lobbying and Advocacy



What It Is



Storytelling by [Hawaii County](#)
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A 3D orange box with a lighter orange top face and darker orange side faces. The box is centered on a white background. Inside the box, the text is written in a black, cursive font.

*“Maybe stories are
just data with a
soul.”*

-Brené Brown

Start Collecting Your Library's *Stories*

- **Gather impactful images and quotes the same way you gather usage statistics.**
- **Keep a diary of the stories you hear or observe about and around your library.**

Before

Honorable Council:
Please find attached this month's usage statistics which tell you how many people visited the library and how many books they checked out but let's be real you aren't actually reading this report and frankly neither am I because it's so many WORDS and NUMBERS with not a lot of context and the city manager is just going to ask you if you have any questions and you'll either be all like "nope" or ask something already answered because you want to pretend like you actually read it even though we both know you totally didn't.

After

Thank you for helping me print off a very important document. You're excellent service + computer skills are appreciated. Have a nice day.

3/10/16
Dear Lisa + Staff -
Thank you so much for putting together my "research box." Especially in the midst of your renovation. I have found them an amazing times. Librarians say "no" to my request. You are the missing superheroes.

A post-Valentine's Day love letter

To the editor:
At the end of January, the Caribou Public Library closed for a bit more than a week for some scheduled housekeeping. I had made sure to stock up on books, I was set, but around the third day of the closing, I just started to get twitchy.

The first day of reopening, I was there. The parking lot was jammed. The collective sigh of relief was palpable. Some people just love libraries. Many people use them and many more need them. I used to get cranky and overprotective when libraries started to change. You know, people able to access those nasty computers for school work, job searches, research and so on. Tutors working with students and nobody saying, "Shhhhh," Parents playing games with children. Everyone looking for movies. Concerts going on downstairs. A display case overflowing with the joy of a child's curiosity and enthusiasm. My people were there, as well, hunting for books, a quiet place to read, a comfortable chair in which to plot and finding all we wanted.

Our librarians do it all. They make a home for everyone and do it with such grace and intelligence. I have seen them stretched to their utmost. I think that what bothers them in those moments is not that they're overextended but rather that they might be letting patrons down. They aren't. They most certainly are not. I love libraries and I'm so grateful to the people who choose to embrace them. Thank you all.

Pat Karpen
Caribou

Susan [heart] Thank you Caribou Public Library for having fun events for families and their Little Explorers and also for posting so out of town Memere's & Peper's to see [heart]

Unlike · Reply · Message · 1 · 18 mins

Write a reply...

Everyday Advocacy Happens in Formal Settings



In Their Own Words:

Tell YOUR story.

Put the data in writing.

Be sincere.

Be respectful.

Finish strong.



Photo by Lisa Shaw



Make It Personal!



Ryan Fecteau
House District 11
Biddeford



McArthur Public Library

Director: Jeff Cabral
Library Email: reference@mcarthurlib.me.us
Phone: 207.284.4181
Fax: 207.284.6761
Website: www.mcarthurlibrary.org
Social Media: www.facebook.com/mcarthurlibrary
Hours: Mon: 9:30-8, Tue: 9:30-8, Wed: 9:30-8, Thu: 9:30-8, Fri: 9:30-5, Sat: 9:30-3:30

Fiber-to-the-Door Internet Connection Speed:

1000 MB/s

Value Based on Local Usage:

Quantity of Use / Service	Retail Value	Value of Service
66367.00 Adult Books, DVDs, etc.	\$18.00	\$1,194,606.00
35321.00 Children's Books, DVDs, etc.	\$10.00	\$353,210.00
4459.00 Ebook/Audio Bk Downloads	\$13.00	\$57,967.00
48.00 Museum Passes	\$20.00	\$960.00
1094.00 Adult Programming	\$14.00	\$15,316.00
6276.00 Children's Programming	\$11.50	\$72,174.00
1058.00 Teen/YA Programming	\$14.00	\$14,812.00
23597.00 Computer Use	\$12.00	\$283,164.00
12350.00 Reference Questions Asked	\$15.00	\$185,250.00
TOTAL		\$2,177,459.00

*Based on vetted 2017 usage. 2018 will be posted as soon as vetted by State Data Coordinator and D.L.S. This number does not reflect total value [e.g. wifi usage, meeting room space, etc.].

Where did these numbers come from?

<https://www.maine.gov/msl/lib/data/annualreportstats.shtml>
<https://www.maine.gov/msl/services/calculator.htm>

You, too, have an important voice!

“First they ignore you,
Then they laugh at you,
Then they fight you,
Then you win.”

[Ghandi's model for change]

“Our greatest glory is not in never
falling but in rising every time we fall.”

[Castiel – *Supernatural*]

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Pine River Library - Bayfield, CO



THE Durango HERALD

Bayfield voters saying no to library mill levy



By Melanie Mazur Times Editor

Tuesday, Nov. 6, 2018 8:32 PM Updated: Wednesday, Nov. 7, 2018 12:58 AM

Select Language ▼



Screenshot of 6 Nov 2018 article available in full here:
<https://durangoherald.com/articles/249337>

2018 Mill Levy Campaign (or How I Use to Think About Advocacy)



What I Learned from 2018

Advocacy isn't only for election years.

Advocacy isn't only about the library.

Advocacy isn't only about deficits.



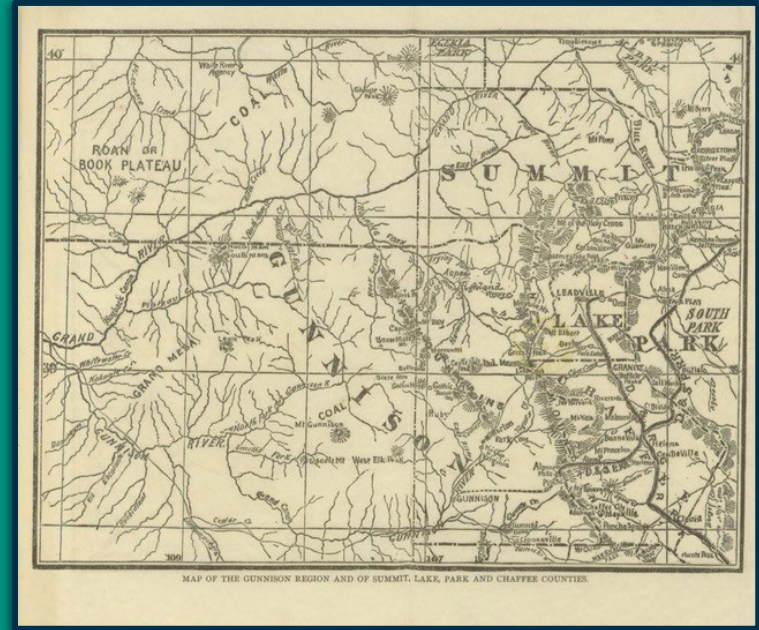
How did I get started?
How can you get started?



Asset Inventory & Mapping

Inventory existing library activities & relationships

Map community resources



Colorado: a historical, descriptive, and statistical work on the Rocky Mountain gold and silver mining region. (1880) - Public Domain

Internal Inventory

Inventory pre-existing relationships - outreach partners, program/display partners, personal contacts of staff, etc.

Current efforts in these 3 areas (from Dr. Dipesh Navsaria, MPH, MSLIS, MD)

- Direct service work
- Legislative work
- Serving as community experts

For more on this topic, please see Dr. Navsaria's 2019 presentation at the annual Colorado Libraries for Early Literacy (CLEL) conference, which is available here:

https://3eb5774b-8797-472b-8efe-a12200b47e32.filesusr.com/ugd/afe171_1e5a5ea49afb43f2833bad9efe95b3e5.pdf



External Mapping

The Community Walk/Drive Around:

- Engage multiple volunteers of various backgrounds
- Helps you refresh your perspective on your library & community
- Participatory process also complements relationship building

Many thanks to the IMLS-funded, YALSA/ARSL Future Ready with the Library (Cohort 3) project, as well as, Linda Braun, & Carol Lo, for teaching me about asset mapping and the community drive around as tools for strengths-based community engagement.



Centering the Community

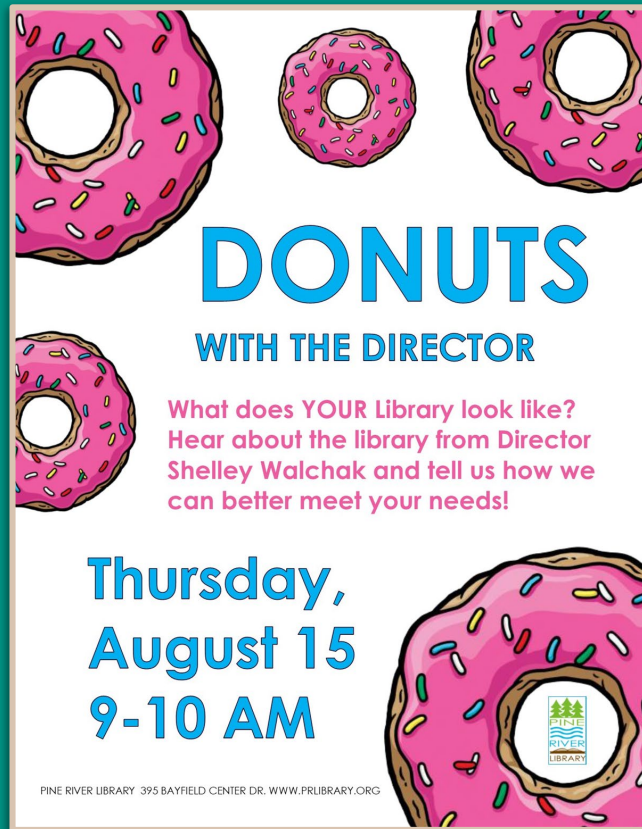


Look & Listen

Create open forum opportunities in the library & out in the community.

Offer an explicit invitation to the community to co-create and take co-ownership of their library.

Invite feedback from community groups about what they see as the biggest assets & challenges in the area.



Flyer by D. Poletti Harp -PR & Programming Librarian for Pine River Library (2019)



Get a Seat at the Table



What groups, gatherings, & organizations are relevant to community-wide concerns or initiatives?

How can the library be a part of those conversations?



Daily Acts of Advocacy



It's the Little Things...



Did you know?

Did you know?

The Pine River Library in Bayfield offers FREE curriculum and resource consultations for homeschooling families.

Interested in learning about resources and materials at PRL that can support your home education efforts?

We can help with that!

Stop in today or call/email to make an appointment with Kate

970-884-2222 ext. 512 or
kate@prlibrary.org



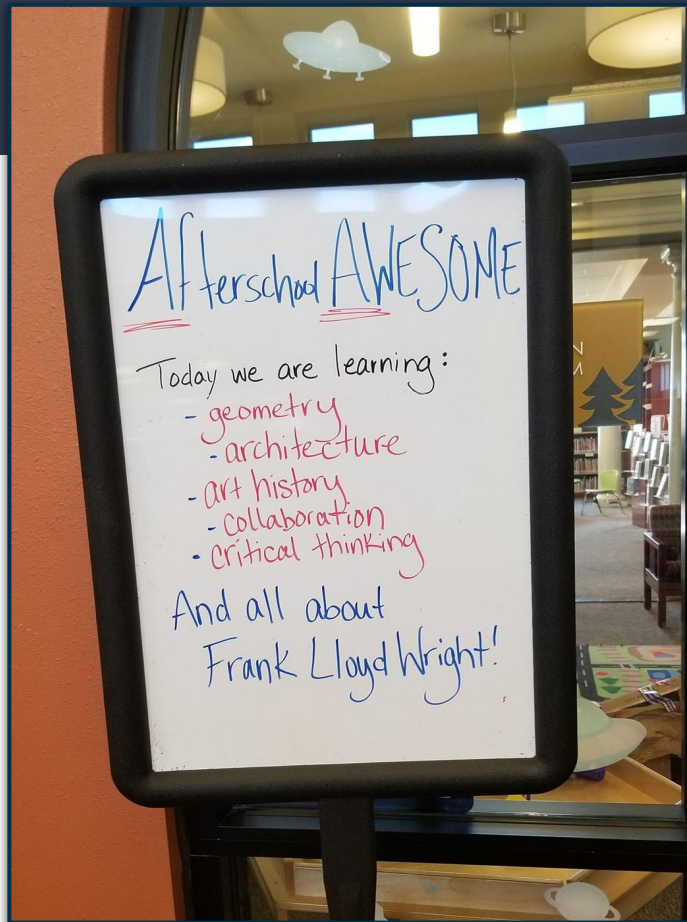
www.prlibrary.org

"Did You Know?" bookmark series

Learning objectives for
children's/youth programming

Community bookshelves & "Patron
Picks" displays

Library card registration at
community events



Share & Tell Time

What advocacy work is your library already doing?

What are your biggest lessons learned when it comes to advocacy?



Our Contact Information:

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Kate Brunner - kate@prlibrary.org

Questions, Comments, or Feedback?

