**Proactive Advocacy and Communication for Library Trustees & Staff**

<https://www.webjunction.org/events/webjunction/proactive-advocacy-communication-library-trustees-staff.html>

**Event Description**: Rally the troops, consolidate the message, and get it out there! These common and important steps are all part of the response when there’s a crisis challenging the library. But what can we do the rest of the time, before a crisis arises? Using both outward and inward facing tools, there are simple steps that boards and library staff can integrate into their communication processes, to be better prepared for unknown changes. Learn about these tools and how they can set the stage for dealing more effectively with any crisis your library faces in the future.

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Proactive versus Reactive Advocacy** | |
| Reactive advocacy is responding to a crisis situation. **Provide an example of reactive advocacy** from your library.  Proactive advocacy is laying the groundwork and building the relationships for positive library support year-round. Name one thing your library staff/trustees do now that can be **considered proactive advocacy**. | |
| **Outward-facing communication tools for staff/trustees** | |
| What are your **community’s top three priorities**?  1.  2.  3.  **What tools already exist** within your community that should be reviewed regularly **to remain informed about changes in those areas**?  **What is your community governance process?** List three main points that you would want to communicate to a resident if they asked you about how government process works for your library community.  1.  2.  3.  What type of information is provided annually by the library to the community (an annual city report, a town report, or a county report?). Looking at that document from last year, find a small portion within that report that could be written/illustrated to **reflect on community priorities and how the library assisted in that area**? Hint: an image is worth 1000 words. | |
| **Inward-facing communication tools for staff/trustees** | |
| **How do staff and trustees know** what key items need to be addressed every month from a **financial/governance** perspective? (Yes, staff need to understand financial/governance timelines too!)  Stories about library value are more impactful if they focus on a community member, not the library. Using the **four-step story outline**, draft a quick library story using a real person/situation but with names changed. | |
| **What items does the library staff/trustees incorporate in their regular activities? (check those currently in place, and circle those activities you’d like to begin or improve)** | |
| Monthly library **trustee** review/reporting on county/city/town governance minutes (for  example, the town Board of Selectmen minutes, the budget committee minutes, and the  school board minutes)  Monthly **staff** review/reporting on county/city/town governance minutes  Library trustees **regularly attend** various **community meetings/events** and interact with at  least **one major stakeholder**  A **library trustee calendar**, including important governance timelines, is **updated**  annually, **reviewed** at monthly board meetings, and **distributed to staff**  **Library stories** are regularly **shared verbally** at both staff meetings and library board  meetings  At least **one library story is written down each month** and shared with staff/trustees  The **library’s annual report** is moving away from an all-library-stats focus to a community  impact focus with select library statistics that dovetail with community priorities | |
| **Action Plan:** (include next steps, who, when, etc.). Hint: look at the list above and choose one or two items that are NOT checked and focus on integrated those items into regular monthly/quarterly activities. | |
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