

## PRACTICAL TIPS FOR ADVOCACY

Continual, confident advocacy is vital work to ensuring stakeholders understand the value of school librarians for empowering student learning.

School librarians contribute to school and student success in many ways, such as:

- Contributing to student growth
- Helping teachers think and teach outside of the box
- Creating an inclusive culture of reading

### **Advocacy is ongoing, always a work-in-progress.**

Be sure to toot your own horn to *everybody*! And do it repeatedly. All stakeholders need to hear about and see what you're doing. Here are some advocacy ideas:

- Talk to everybody, including getting outside of the building: principals, superintendents, teachers, school boards, fellow librarians, caregivers, and community members.
- Create a regular publication, such as a brochure. Software such as Canva and Pages (Apple) have free templates you can use. You might include:
  - Data for statistical evidence of your value, such as database usage or circulation statistics
  - A grid of projects you've worked on with teachers
  - Any professional development you've participated in or conducted
  - District events the library has supported
  - Photos of engaged students and teachers
- Partner with a teacher who can be your ally for implementing collaborations and talking up the positive outcomes for students.

"But there's no money for the school library." Don't let this common response stop you. Your advocacy can change the priorities, and money follows priorities.