

Advocacy 101

As the articles in this issue of *SLM* convey, advocacy is not a choice, it is a necessity. The following is a list of reminders as well as resources that can help school librarians focus on activism and provide helpful resources. Tack this up where you will see it daily; set goals; act; evaluate progress; make it continuous.

REMEMBER:

- ▶ Advocacy is necessary and must be ongoing. See the AASL Toolkits: <http://www.ala.org/ala/mgrps/divs/aasl/aaslissues/toolkits/toolkits.cfm>.
- ▶ It is never too late to educate—don't assume that administrators, teachers, or others know and understand school libraries of today.
- ▶ Be proactive—have an elevator speech and a long-term plan.
- ▶ Use research and data—gather and share it often.
- ▶ Show connections that impact education and learning—how the library education program addresses school improvement and academic plans.
- ▶ Build a program with evidence-based practice—figure out how to show what students are learning because of the school library program and the school librarian.
- ▶ Don't underestimate leadership—it is a requirement for school librarians.

RESOURCES:

- ▶ "Furloughed but Not Forgotten" by Debra E. Kachel, *SLM*/February 2012, pages 5-7.
- ▶ Articles posted under "Advocate/Advocacy" on the *SLM* website: <http://schoollibrarymonthly.com/articles/index.html>
These articles offer many sound ideas from leaders in the field that will help accomplish advocacy. Additional articles are available in print versions of *SLM/SLMAM* since September 2005.
- ▶ ACT 4 School Libraries: <http://schoollibrarymonthly.com/act4sl.html>
This tri-fold provides talking points and the site has many helpful links.
- ▶ *The Many Faces of School Library Leadership*, Sharon Coatney, Editor. (Libraries Unlimited, 2010).
The chapters in this book will help build leadership skills and provide ideas to plan for and build leadership potential.
- ▶ *SLM* "Use This Page" with an Advocacy focus:
 - ▷ Advocacy Planning: Vision, Voice, Visibility, and Vigilance (PDF)
 - ▷ *SLM*/January 2012
 - ▷ Data-Driven Program Development: A Quick Guide (PDF)
 - ▷ *SLM*/November 2011
 - ▷ *SLM*: 09/2009; 12/2009; 01/2010; 02/2010
 - ▷ *SLMAM*: 02/2007; 10/2006; 11/2007; 01/2008

