

Advocacy Planning: Vision, Voice, Visibility, and Vigilance

In the two-part article (*SLM* December, 2011 and January 2012), “Creating a Districtwide Advocacy Plan, Parts 1 & 2,” Christie Kaaland presents four key components necessary for creating district advocacy plans for school libraries: Vision, Voice, Visibility, and Vigilance. Below is a summary of the four components.

DISTRICTWIDE ADVOCACY PLANNING

I. THE VISION FOR SCHOOL LIBRARIES

Create a shared mission (involve others) and incorporate:

- Student Achievement
- District Focus
- Unique Attributes of the District
- Local Strengths
- Strategic Connections to Local Interests
- Memorable Language
- Fresh Perspectives

II. THE VOICE OF THE ADVOCATE

What: Identify Library and Curriculum Connections

Where and When: Create a Strategic Plan for Presentations

How: Be Positive, Energetic, Constructive, Convincing, Ambitious

Who: Carefully Choose Spokespersons (e.g., students, teachers, community members, etc.)

III. VISIBILITY

Physical Visibility

Create a High Profile (make it meaningful—what does it say about the library program?)

Be Involved in Curriculum Planning

Attend and Present at Parent Meetings

Be a Presence at School Events (e.g., curriculum nights, school events, plays, etc.)

Have a Presence at School Board Meetings

Virtual Visibility

Use Technology to Showcase the Library Program

Carefully Plan the Web Image (friendly faces, inviting spaces, learning-centered)

Keep It Current

Make It Manageable

Take Advantage of 24/7

IV. VIGILANCE

Work For:

Sustained Success (pervasive and long lasting)

Substance (meaningful and perpetual)

Ongoing Effort (evaluate, revise, redo)

All rights reserved. Permission granted by *School Library Monthly* (Vol. XXVIII, No. 4) to reproduce for nonprofit educational purposes. <http://www.schoollibrarymonthly.com>