

# Dipping Your Toe into the Advocacy Pool

Communicating the Value of Library  
Services for Teens



# **PRESENTER:**



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# What is Advocacy?

A good definition comes from AASL:

- On-going process of building partnerships so that others will act for and with you, turning passive support into educated action for the library program.
- It begins with a vision and a plan for the library program that is then matched to the agenda and priorities of stakeholders.

# WHY ADVOCATE?

- You can't assume anyone else is doing it.
- It's a part of being an effective librarian.
- The squeaky wheel gets the grease.
- The general public isn't always aware of what the library has to offer.
- Because many teens do not yet have the skills to advocate for themselves.



# WHO DO YOU REACH OUT TO?

- Community Members
- Policy Makers
- Press
- Library Staff



# COMMUNITY MEMBERS

- Library patrons
- Teens
- Parents
- Grandparents
- Local business owners
- Youth serving groups
- Educators



# COMMUNITY

- Hold a YA Open House
- Participate in and have a library presence in local festivals, events & celebrations
- Start or revive a “Friends of the Library”
- Speak about your library at a non-library event (women’s club, bowling league, church group, historical society, etc.)
- Use web 2.0 tools to reach people online
- Create multi-language library materials

# POLICY MAKERS

- Town Council
- School Board
- Mayor
- Anyone with influence



# **POLICY MAKERS**

- Add VIPs to the library's newsletter mailing list
- Make sure VIPs have library cards
- Attend a meeting (Chamber of Commerce, School Board, Town Council, etc.)
- Invite VIPs to library events
- Send them photos or articles about recent library accomplishments
- Attend an advocacy event like State or National Library Legislative Day

# PRESS



- Newspaper
- Radio
- TV (incl. public access)
- Bloggers
- Local magazines

# PRESS

- Send them a calendar of library events
- Write letters to the editor
- Write press releases
- Add them to the library's newsletter mailing list
- Invite them to attend library events
- Send them photos of recent events
- Send them public service announcements

# LIBRARY STAFF

- Trustees or Board
- Director
- Librarians
- Support staff
- Volunteers
- Friends of the Library



# STAFF

- Share information at a staff meeting
- Post articles or photos in the staff lounge
- Forward relevant items from e-newsletters
- Share a brief weekly update with your supervisor (email, phone, face-to-face)
- Create an online place for coworkers to share knowledge (wiki, intranet)
- Hold a workshop or idea swap for coworkers

# SELECTED RESOURCES

- “Speaking Up for Library Services to Teens: A Guide to Advocacy”  
<http://tinyurl.com/SpeakUpYALSA>
- “Stand Up and Speak Out for Libraries,”  
online at: <http://tinyurl.com/OLAactionkit>
- Act for Libraries [www.actforlibraries.org/](http://www.actforlibraries.org/)
- Libraries & Web 2.0 <http://tinyurl.com/6c5mzt>
- *Powerful Public Relations: A How-To Guide for Libraries*, by Rashelle Karp

Please contact YALSA if we can be of help

YALSA

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[yalsa@ala.org](mailto:yalsa@ala.org)

[www.ala.org/yalsa](http://www.ala.org/yalsa) (web site)

<http://yalsa.ala.org/blog/> (blog)

<http://wikis.ala.org/yalsa/index.php> (wiki)



# Who is YALSA?

- YALSA stands for the Young Adult Library Services Association
- Has over 5,700 members who are school librarians, public librarians, educators, grad students and library supporters
- Mission is to advocate, promote and strengthen service to young adults (12-18) as part of the continuum of total library service, and to support those who provide service to this population.
- Parent organization is the American Library Association (ALA)



Questions or Comments?



# CONCLUSION

Presentation may be retrieved at:

<http://www.kansaslibraryassociation.org/displaycommon.cfm?an=1&subarticlenbr=312>

