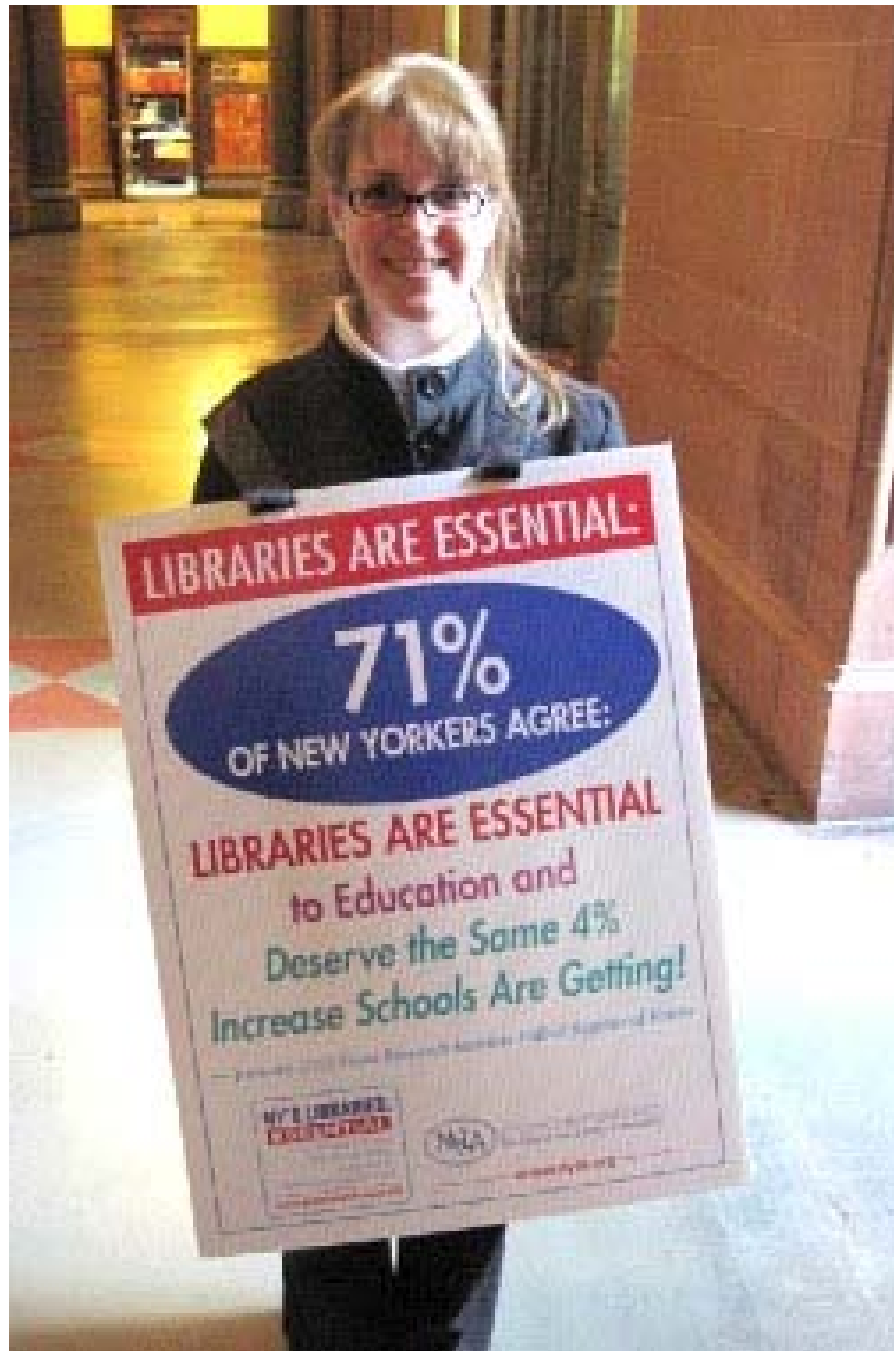


Definitions of Advocacy:

A planned, deliberate, sustained effort to raise awareness of a particular issue.

The act of pleading or arguing in favor of something, such as a *cause*, idea, or policy; *active support*.



3 Aspects of Advocacy

- Promoting who we are and what we do
- Making connections with our user community
- Telling stories about how libraries change lives



We need to seize every opportunity, every day to:

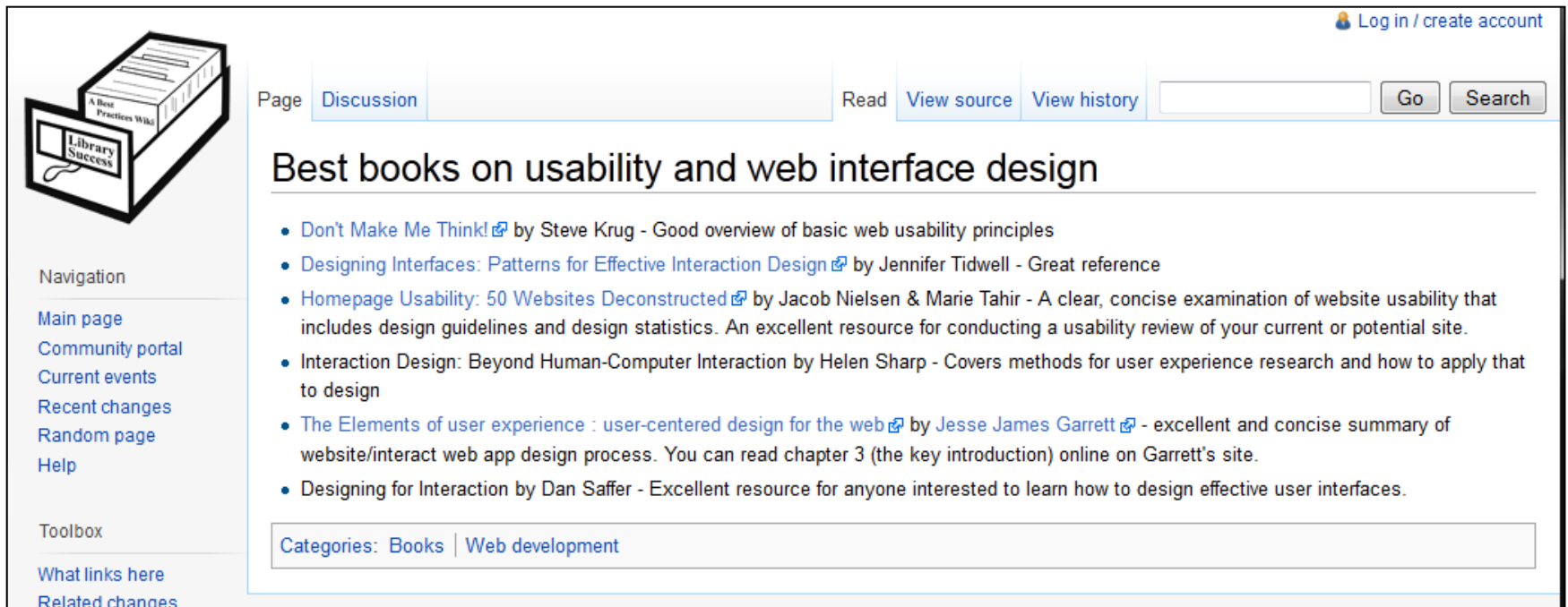
- promote our skills,
- promote our services,
- promote our resources

Strengthen
your
Web
presence




The screenshot shows the EngagedPatrons.org website. The header is dark blue with the text "EngagedPatrons.org" in white, and "connecting libraries and users" below it. A navigation menu on the left includes "Home", "New at EP", "FAQ", "Client Center", and "Contact Us". The main content area features a "Welcome!" message and a paragraph describing the site's services. A "Returning User? Login" link is visible in the top right, and "serving 619 libraries" is noted below it.

http://www.libsuccess.org/Best_books_on_usability_and_web_interface_design



The screenshot shows a Wiki page on Library Success. The page title is "Best books on usability and web interface design". The page content includes a list of six book recommendations. The left sidebar contains navigation links such as "Main page", "Community portal", and "Help". The top right corner has a "Log in / create account" link. The page also includes a search bar and a "Go" button.



Navigation

- Main page
- Community portal
- Current events
- Recent changes
- Random page
- Help

Toolbox

- What links here
- Related changes

Page [Discussion](#) [Read](#) [View source](#) [View history](#)

Best books on usability and web interface design

- [Don't Make Me Think!](#) by Steve Krug - Good overview of basic web usability principles
- [Designing Interfaces: Patterns for Effective Interaction Design](#) by Jennifer Tidwell - Great reference
- [Homepage Usability: 50 Websites Deconstructed](#) by Jacob Nielsen & Marie Tahir - A clear, concise examination of website usability that includes design guidelines and design statistics. An excellent resource for conducting a usability review of your current or potential site.
- [Interaction Design: Beyond Human-Computer Interaction](#) by Helen Sharp - Covers methods for user experience research and how to apply that to design
- [The Elements of user experience : user-centered design for the web](#) by Jesse James Garrett - excellent and concise summary of website/interact web app design process. You can read chapter 3 (the key introduction) online on Garrett's site.
- [Designing for Interaction](#) by Dan Saffer - Excellent resource for anyone interested to learn how to design effective user interfaces.

Categories: [Books](#) | [Web development](#)

14. Overdeliver like Crazy

By Evan Carmichael

This worksheet will help you come up with ideas to ~~overdeliver~~ on your promises and get clients spending more money with you.



Practice daily habits of self-promotion

- Develop Talking Points, Elevator speech, Parking lot speech. Try this method:
- List your 3 most important services; list 3 new programs you are excited about. List 3 programs that made a change someone's life. List 3 programs or services most people don't realize the library provides. List 3 library stories. List 3 interesting statistics. That should generate 18 or so ideas – from that list, pick 3 to share and be enthusiastic!



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[Contact ACRL](#) [Give ACRL](#) [Join ACRL](#) [Feedback](#)

You are at: [ALA.org](#) » [ACRL](#) » [Advocacy & Issues](#) » [Marketing @ your library](#)

[About ACRL](#)

Advocacy & Issues

[ACRL Speaks Out](#)

[Information Literacy & Student Learning](#)

[Legislation & Policy](#)

[Liaison Activities](#)

[Marketing @Your Library](#)

[Scholarly Communication](#)

[The Role of the Community College Library in the Academy](#)

[Value of Academic Research Libraries](#)

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[Guidelines & Standards](#)

[Membership](#)

[News & Press Center](#)

[Online Learning](#)

Marketing @ your library

In today's complex information environment, we have a greater responsibility to communicate the resources and expertise our libraries and librarians provide, both on our campuses and in society. Below are resources to help you develop a marketing campaign for your own library and examples of ACRL's efforts to promote academic and research libraries.

[Advocacy Toolkit—The Power of Personal Persuasion \(PDF\)](#)

Frontline librarians and library workers need the tools to develop their personal powers of persuasion to advance the agenda of the academic library. This publication provides basic content on persuasion, techniques for persuading others, applications of persuasion techniques for libraries and recommended processes and examples for persuading others within higher education environments.

[Frontline Advocacy for Academic Libraries Toolkit](#)

Frontline advocacy for college and university libraries is all about informing and persuading. It's about partnering with your librarians and other staff to place your academic library in the spotlight at every opportunity.

This toolkit was created as part of 2009-2010 President Camila Alire's initiative – Libraries: the Heart of All Communities and focuses on practical tools to help frontline library staff identify those opportunities to advocate for the value of libraries and their own value on a daily basis.

[Advocacy Resources](#)

Books, articles and other documents providing information and insights on advocacy from a academic library perspective as well as the role of the academic library now and in the future.

[Academic and Research Library Campaign](#)

As part of @ your library, the Campaign for America's Libraries, ACRL and ALA have partnered to create a new, national marketing effort to heighten awareness and support of academic and research libraries. Included here is information about the campaign; a toolkit that includes creative strategies, practical ideas, case studies and profiles, customizable press materials, resource lists, and more; additional marketing resources; and downloadable graphics.

- Download the [@ your library Toolkit for Academic and Research Libraries](#) ([PDF](#), [Word](#), or [order a hard copy](#))
- Access manuals and slides from 3M Library Systems and ACRL:
 - [Strategic Marketing for Academic and Research Libraries Participant Manual](#) (Word document; from 2003 training session)
 - [Strategic Marketing for Academic and Research Libraries Facilitation Guide](#) (Word document)
 - [Strategic Marketing Facilitation Slides](#) (PowerPoint presentation; from 2003 training session)
 - [Train-the Trainer Facilitation Slides](#) (PowerPoint presentation; from 2003 Train-the Trainer workshop)
- Download [@ your library artwork for academic and research libraries](#)

[ACRL Marketing Minute](#)

Bi-weekly quick tips and insights on marketing research, trends, and data from ACRL's Marketing Academic and

We just need the right attitude!



*Attitude is a little
thing that makes a
big difference*
--Winston Churchill

So many resources already exist

**Nothing great
was ever
achieved
WITHOUT
enthusiasm.**

- Ralph Waldo Emerson -

WWW.VERYBESTQUOTES.COM



The Campaign for America's Libraries is the American Library Association's public awareness campaign that promotes the value of libraries and librarians. Thousands of libraries of all types – across the country and around the globe -- use the Campaign's @ your library® brand.

<http://www.ala.org/advocacy/advleg/publicawareness/campaign@yourlibrary>

iLoveLibraries.org

Supporting one of our nation's most important resources
AN INITIATIVE OF THE AMERICAN LIBRARY ASSOCIATION

Contact Congress

About Us Contact Us

- Ask The Librarian
- Authors for Libraries
- Book Lovers
- Editorial Submissions
- Get Informed
- Get Involved
- Library Quotes
- Library Snapshot Day
- Social Media
- Support School Libraries!
- The Archives
- Videos

Library Snapshot Day: Creating a National Snapshot in 2012



Library Snapshot Day: Show the value of the library by capturing what happens in a single day in all types of libraries. See examples and Learn how to use photos, statistics & stories to make the case to decision-makers. Help ALA to gather statistics from around the country to compile a national "snapshot" in time for National Library Legislative Day, April 2012.

1 2 3 4 5 6 7 »

Features Take Action Showcase News

Huffington Post Twitter Webinars

Who's Tracking Your Reading Habits?

The holiday shopping season is upon us, and once again e-book readers promise to be a very popular gift. Last year's holiday season saw ownership of a dedicated e-reader device spike to nearly 1 in 5 Americans, and that number is poised to go even higher. But if you're in the market for an e-reader this year, or for e-books to read on one that you already own, you might want to know who's keeping an eye on your searching, shopping, and reading habits. [Read more...](#)



Literary Landmark: Elihu Burritt Library, Central Connecticut State University

Share this page:



ALA Office for Library Advocacy (OLA) - Home



American Library Association
50 East Huron Street
Chicago, Illinois 60611-2795
Phone: 312.280.2428
Fax: 312.280.3255
Email: ola@ala.org

Mission

The Office for Library Advocacy (OLA) supports the efforts of advocates seeking to improve libraries of all types by developing resources, a peer-to-peer advocacy network, and training for advocates at the local, state and national level. In order to achieve this goal, OLA works closely with the Public Information Office, the Chapter Relations Office, the Office for Government Relations, and other ALA units involved in advocacy on behalf of particular types of libraries or particular issues, in order to help better integrate these efforts into the overall advocacy planning and strategies of the association. OLA also works to cultivate future leadership in order to sustain the advocacy efforts of the association.

Oversight Groups

ALA Committee on Library Advocacy (Standing Council)

Fair Use

Access

Advocacy & Legislation

Banned & Challenged Books

Broadband & E-Rate

Copyright

Diversity

Ebooks

First Amendment, Intellectual Freedom & Civil Liberties

Government Information

International Issues

Legislative Action Center

Library Funding

Preschool 0-5

A well-staffed, adequately funded school library media program is an integral component in a student's education. Through these programs, students develop the all important learning for life skills, as well as an appreciation for the written and spoken word, and visual image.



School Library Program Talking Points

[Public Library Talking Points](#)

8. Students achieve more academically when their teachers and school librarians plan and deliver instruction collaboratively. | [more](#)
9. Students are more likely to be successful academically if they have the benefit of library programs led by a state-certified school librarian. | [more](#)
10. Students' academic success is fostered by a well-funded school library program. | [more](#)
11. Students are more successful academically when their teachers benefit from professional development opportunities offered by their librarian colleagues. | [more](#)
12. Disadvantaged students have a better chance of succeeding academically when they attend schools with strong library programs. | [more](#)

Add It Up: Libraries Make the Difference



Reliable data to support your advocacy messages. Select an age group.

- [Preschool 0-5](#)
- [Kindergarten-Middle School 6-12](#)
- [Teens 13-18](#)
- [Home Page](#)

Preschool 0-5



Reliable data to support your message for library advocacy for preschool children.

- [Snapshot](#)
- [Quick Stats](#)
- [Resources](#)
- [Preschool home](#)

About This Project

http://www.ala.org/advocacy/advleg/advocacyuniversity/additup/0to5/anntk_school

[Ask The Librarian](#)

[Authors for Libraries](#)

[Book Lovers](#)

[Editorial Submissions](#)

[Get Informed](#)

[Get Involved](#)

[Library Quotes](#)

[Library Snapshot Day](#)

[Social Media](#)

[Support School Libraries!](#)

[The Archives](#)

[Videos](#)

Share this page:



[Send via email](#)

[Print](#)

[Cite](#)

Support School Libraries!

Well-funded school library programs staffed by a state certified school librarian are essential to preparing today's students for their future.

Studies show that students are more likely to be successful if they have the benefit of school library programs led by a state certified school librarian, and that higher test scores are linked to the presence of quality school library programs and the involvement of full-time school librarians in the learning process.

Yet in communities around the country, dedicated funding for school libraries is disappearing. The lack of support for school library programs hinders the education of America's next generation. Due to the lack of funding for school libraries, students are at risk of not having some of the most critical 21st century skills needed to compete in the global marketplace.

And with the ever-increasing demand to use technology to create and share information in school, students need access in order to prepare themselves for their future. Once stocked mainly with books and other print materials, today's school library has been transformed with a full range of multimedia learning resources.

How can you support school libraries?

- Learn about ESEA, [federal legislation](#) affecting school libraries
- Make sure your school has a state-certified school librarian. Replacing librarians with aides to keep the school library doors open, diminishing the level and quality of instruction and projects afforded to students.
- Make sure to be involved in the budget process of the school.
- Ensure that school board members and school administrators know that school libraries and school librarians are a critical part of the learning process.

View articles describing:

[-the critical role school libraries play in supporting student achievement.](#)

[-the funding/budget issue in school libraries, and strategies parents, students, school librarians teachers, and community members are using to combat them, from newspapers and magazines locally, nationally and globally.](#)

[-They are also organized by state to identify school library advocacy and issues by location.](#)

Also included are [powerful quotes from these articles](#) to assist you in making the case for school libraries in your community.

We can't turn our backs on America's youth. A well-funded school library program staffed by a state certified school librarian is essential to preparing today's students for their future.

Learn more at [Add It Up: Libraries Make the Difference in Youth Development and Education](#)



Information, courses and tools to help library advocates make the case at the local level. Articles about all types of libraries with talking points.

- Committees »
- Divisions »
- Offices »
- Publications »
- Related »
- Round Tables »

You are at: ALA.org » Advocacy, Legislation & Issues » Advocacy & Legislation » Resources

Fair Use

Access

Advocacy & Legislation

Advocacy Clearinghouse

Advocacy Events

Advocacy University

Add It Up

Advocating in a Tough Economy Toolkit

Coalition Building

Cultivating Your Local Notables

Feedback

Frontline Advocacy

Library Snapshot Day

Making Budget Presentations

Navigating a Challenging Budget Year

Empowering Voices, Transforming Communities

Resources



Information, courses and tools to help library advocates make the case at the local level.

- [Advocating in a Tough Economy Toolkit](#)
The following resources and tools, including news clips, op-eds, and statistics to help library supporters make the case for libraries in these times.
- [Add It Up: Libraries Make the Difference in Youth Development and Education](#)
Research and statistics to help advocates make the case for libraries at every stage of youth development and education.
- [Budget in the Crosshairs? Navigating a Challenging Budget Year](#)
This guide will help you prepare and plan for your library's survival and growth during tough economic times.
- [Coalition Building](#)
Best practices of successful library coalition building from around the country.
- [Cultivating Your Local Notables](#)
What's in a face? A toolkit for cultivating your communities local

Advocacy Clearinghouse



Advocacy tools and resources from ALA.

[More...](#)

Advocacy Courses Online



Advocacy [webinars and more.](#)

Advocacy Events



Programs at ALA and state conferences.

[More](#)

We want to hear from you!



Send us your feedback about Advocacy U.

[More](#)



Energize your base: Tips and tools to raise awareness and build support for library services

We know that libraries are a good investment but with tight budgets, we need to energize our base – to take action to connect more strongly with community members, to find out what excites them, and to let them know how libraries are changing lives – one connection at a time.

[Library Videos](#) – New videos from the Bill & Melinda Gates Foundation that showcase work done in libraries which are transforming lives, by changing the way we connect.

[Geek the Library](#) – A community awareness campaign offered free to libraries to help strengthen community connections and library support.

[Data Visualization](#) – We collect lots of data. Learn how the Colorado State Library is helping local libraries use their data to tell a story about impact.

http://www.webjunction.org/events/webjunction/energize_your_base.html



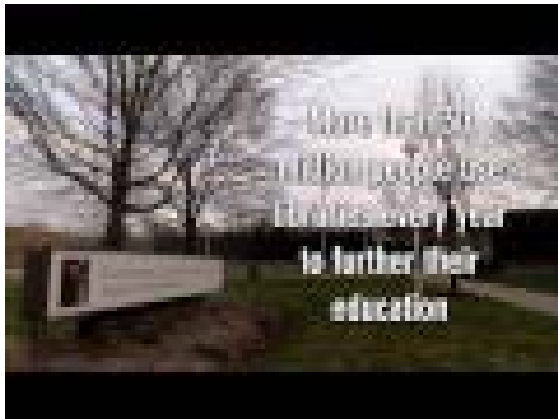
Libraries: More Than Books

Most librarians can help you find books. But in Colorado, they are helping patrons build skills and explore new careers.



Libraries: Changing Lives, Transforming Communities

One in three people in the U.S. do not have home access to the internet. See how libraries are changing the way we connect.



Libraries: Access to Opportunities

For millions, libraries are the only source to broadband internet. See how the Cuyahoga County Public Library is changing lives for the better.

Geek the Library

<http://get.geekthelibrary.org/>



Making Connections with our User Community

"Libraries today have to seek out strategies that promote stronger engagement with their users..."

-- Marshall Breeding



Best practices for the Customer Focused Library, 2008

The Customer Focused Library grant explored visitor behavior at 4 Chicago area libraries, including both academic and public to study library services and attitudes from a retail perspective. Best practices from retail were applied to:

- Library space utilization
- Service philosophy
- Service visibility

Metropolitan
Library
System

Best Practices for the Customer-Focused Library



8.50 x 11.00 in

Metropolitan
Library
System

Research Methodology

This Customer Focused Library grant was designed to study library services and service attitudes from a retail perspective. Best practices from retail were applied to library space utilization, service philosophy, and service visibility. The consultants hired for this project evaluated the ways in which our libraries serve their customers, with the goal being the development of a customer-focused service model for member libraries.

- Explore the dynamics of visitor behavior at four Chicago area libraries, including both public and academic libraries.
- Measure visitor interactions at touch points in the library.
- Generate information on how public and academic libraries in the Chicago area can better service and educate their visitors, thereby creating a more satisfying library visit.

Four libraries in the Chicago area were studied for two days each, utilizing a combination of observation, interviews and video.

Observational

- **Tracking:** Researchers used mapping programs to track and time customers' movements and interactions within the library. 424 visitor groups were observed in four Chicago area libraries

Attitudinal

- **Questionnaires:** Library patrons were intercepted after their visit to the library to inquire about their experience in the library and the services which they regularly use. Patrons were offered a gift for completing the questionnaire. 267 patrons were interviewed after their library visit

Video

- **Small video cameras were installed in key areas of the libraries** in order to capture behavioral patterns, traffic flow, wait times and transaction times. Over 750 hours of video footage were generated for analysis



Insights gained

Metropolitan
Library
System

- Don't try to change user behavior, identify it and design for it
- If it's not working, let go of it and change: materials, furniture, beliefs
- If the circulation desk is the primary point of contact, train those staff to be ambassadors for all services

Rush Rhees Library, University of Rochester



Welcome to Gleason Library

A learning center with collaborative and individual study options and a theater, Gleason Library is popular student gathering area. Large windows provide lots of light for studying, working on projects, and socializing.





Variety of study tables

4 group studios



Variety of seating





Rather than being the heart of the university centered on a collection, libraries must become hubs that spread new practice throughout the organization.

Professor R. David Lankes, Syracuse University



International City/County Management Association


The screenshot displays the ICMA Knowledge Network interface. At the top, the ICMA logo is accompanied by the tagline "Leaders at the Core of Better Communities". Navigation tabs include "ICMA", "UNIVERSITY", and "PUBLIC". The main header reads "Knowledge Network" with sub-navigation for "Home", "People & Places", "My Profile", "Topics", "Questions", "Groups", "Documents", "Blogs", "Wikis", and "Jobs". A secondary navigation bar highlights "REPORT OR ARTICLE".

Maximize the Potential of Your Public Library

by *Ron Carlee, Keith Strigaro, Elizabeth R. Miller, Molly Donelan*


✓ ICMA Recommended 🔑 Best Practice

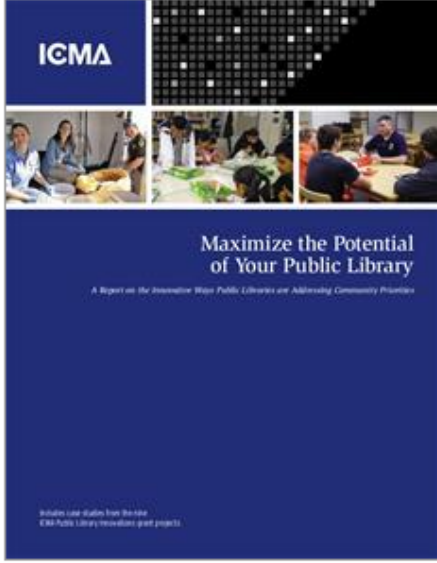
YEAR 2011

POSTED BY  STAFF

Download: Maximize the Potential of Your Public Library (PDF, 1,834 Kb)

Learn how public libraries can help local governments tackle critical community priorities such as economic development, public safety, environmental sustainability, cultural diversity, education, and literacy. This new report and accompanying case studies provide examples and instructive guides on how public libraries in jurisdictions large and small are partnering with local governments and organizations to develop innovative solutions for important strategic community initiatives.





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Embedded Librarians: Integrating Information Literacy Instruction at the Point of Need

Live Webcast

April 30, 2013

11 a.m. Pacific | 12:00 p.m. Mountain | 1:00 p.m. Central | 2:00 p.m. Eastern

90 minutes

Description: Embedded librarians work closely over time with non-librarian groups, whether by joining a semester-long course, maintaining an ongoing presence in online courses, participating in broad curriculum planning efforts, or joining the staffs of academic departments, clinical settings, or performing groups. Barbara Dewey coined the term in 2004, and she wrote: "Embedding requires more direct and purposeful interaction than acting in parallel with another person, group, or activity. Overt purposefulness makes embedding an appropriate definition of the most comprehensive collaborations for librarians in the higher education community".

More and more libraries are adopting embedded librarianship as an approach to creating an integrated and sustained library instruction presence in classes across the curriculum. In this webcast, embedded librarians will describe examples of successful embedded projects across the range of academic levels and departments, including both online and on-campus instruction. They will share strategies for implementing, sustaining and assessing embedded librarianship. The discussion will include best practices learned from multiple institutions, as well as issues to consider when planning an embedded initiative.

Learning Outcomes:

- Learn about established best practices for embedding in order to adapt these practices to their own teaching practice.
- Learn about models for assessment of embedded librarian projects in order to design effective, assessable projects.

Presenters: Cass Kvenild and Kaijsa Calkins, University of Wyoming

Technical Requirements: ACRL Webcasts are held in an Illuminate virtual classroom. You will be prompted to download a java-based application (Illuminate) before being able to enter the classroom. Illuminate works on both PC and Macintosh.



Welch Library Transitions

- I. The Creation of The Committee for the 21st Century Welch Library
- II. Committee Meetings
- III. The Final Report and Deliberations
- IV. A Message from JHM Leadership

Popular Resources

Databases

PubMed
CINAHL Plus
Cochrane
Embase
MDConsult
Micromedex
PsycINFO
Scopus
UpToDate
Web of Science

E-Journals

JAMA
Lancet
Nature
NEJM
Science

[more»](#)

Quick Tools

RefWorks
WelDoc
Find It
SciVal Experts Research Profiles
NIH Public Access

The Welch Library Embedded-Informationist Program

Welch Medical Library's 11 clinical, public health and basic science librarians are providing expert services to their assigned departments as embedded informationists within those departments.

The embedded informationist service model comprises customized information services – delivered where you are, at your points of research, teaching and clinical care. By working with you wherever you are, and integrating ourselves into your workflows, we will be able to answer your questions faster, fill your information needs more effectively, and act as your information expert on research and care teams.

We'll still offer what you might think of as traditional services: troubleshooting your access issues, adding to Welch resource collections to suit your needs, answering reference or "quick" questions, and conducting literature and other information searches for you.

As your informationists, we'll be much better positioned to offer on-the-spot instruction/consultation and searching, create digital portals for you, develop Web 2.0 forums on your departmental sites, participate on systematic review teams, and collaborate on your projects as they evolve.

To foster our relationships, we may ask to attend your open activities such as grand rounds and seminars, and to present our services at one of your departmental meetings. As we get to know each other and we work with you to assess your information needs, we may suggest any or all of the following: holding set "office hours" somewhere in your research or clinical space; participating in your journal club or case/residents' conference; participating on some of your committees.

We're excited to be part of your team!



Meet Me at the Library
Conversations with Arizona Leaders

Iowa Library Services

State Library of Iowa

Ask a Librarian Our Catalog
Live Chat Accessibility Site Map

 Search For Libraries

- About
- Contact
- For Libraries**
- For Iowans
- State Data Center

You are here: [Home](#) → [For Libraries](#) → [T-Z](#) → Tell the Library Story

- Plot**
- Audience**
- Characters**
- Technique**
- Script**
- Props**
- Preparing Budget Presentations**
- "Geek the Library"**
- ALA Advocacy/PR Tools for Public Libraries**
- Program Ideas**

Telling the Library Story Tool Kit

— filed under: [public relations](#), [telling the library story](#), [library public relations](#), [marketing for public libraries](#)

The Telling the Library Story Tool Kit was jointly developed by the Iowa Library Service Areas and the State Library of Iowa to assist Iowa libraries in explaining and demonstrating the value of their services in order to increase use of and support for libraries. Whether you need a bookmark, a template for creating an annual report, or suggestions for talking with with policy makers, this site has what you need...and more!

Telling the Library Story, like storytelling, brings together elements that weave a compelling tale of the library's value. Storytelling includes a:

- [Plot](#) (What is the library story?)
- [Audience](#) (To whom are we telling the story, and why are we telling "this" story to "them?")
- [Characters](#) (Who are the important people in the story and what makes us care about them?)
- [Technique](#) (How are you going to tell the story? Will you write it? Speak it? Live it? Find your own style, hone your delivery, consider new methods and ideas for telling your library's story.)
- [Script](#) (What are the words that fit together to make the story?)
- [Props](#) (What can you use to help effectively tell the story? What makes the story believable?)



South Central Library System

Helping Libraries Serve the Public

<http://www.librariesforreallife.org/>

LIBRARIES FOR REAL LIFE

What's your story?

SHARE YOUR STORY

[\(More Stories\)](#)

[\(Story Archive\)](#)

READ STORIES

WATCH STORIES

LEARN MORE

Stories to Read

Lodi Library is a wonderful resource

The Lodi Library is a wonderful resource for my whole family, but most importantly for my son, Erik, who was 3 when we first moved to the area... [\(Read More\)](#)



Simple Things: Libraries

Libraries are the best deal in town. Any town. They are magical places that are used by just about everyone because we all know that the answers we seek are somewhere within the walls of the library between the covers of a book... [\(Read More\)](#)

The first thing I tell people

When we move away, the thing I will miss most will be the library here in Madison. It's the first thing I tell people about who are new to the area... [\(Read More\)](#)

Libraries offer comfort, friendship

Like an open, gentle and generous family member, libraries have always offered me comfort, friendship and knowledge... [\(Read More\)](#)

A half-century, plus, at the library

1950s...I have a reading affair with Perry Mason for many years.

3 Aspects of Advocacy

Promoting who we are and what we do –
Attitude!

Making connections with our user community
– **Get inspired from other libraries**

Telling stories about how libraries change lives
– **start collecting and sharing them!**

Use available resources from other libraries



Advocacy

- [Contact Your Elected Officials](#)
- [Legislative Priorities](#)
- [Advocacy Day](#)
- [Advocacy Tools](#)
- [Stronger Libraries Partnership](#)

Librarians

Trustees

Library Support Staff

Students

Public

Advocating for Libraries in New York State

[Printer Friendly](#)

NYLA's members consistently rank advocacy as one of the top priorities for the library community and therefore the Association spends considerable time and effort advocating at the state and local level on behalf of libraries with the Governor and state Legislature, the NYS Board of Regents, and local governments that provide funding to libraries and library systems.

The more NYLA members there are, the stronger the voice of the library community in advocating for funding and legislation that benefit and improve library services and the librarian profession.

NYLA utilizes a number of proven methods and tools to advocate for libraries, like our Online Advocacy Center, where advocates can send emails/faxes to their state and local legislators on library issues, NYLA's Library Advocacy Day, which brings almost a thousand library supporters to the state Capitol to meet with legislators and their staff to discuss library funding, and other initiatives that promote the visibility and positive impact of libraries and library systems in our state.



Library Legislative Advocacy Day 2011

Communication Guide



Advocate:

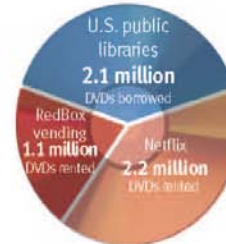
“to speak or write in support of;
to be in favor of”

Pioneer Advocates
2557 State Route 21
Canandaigua, NY 14424

How libraries stack up: 2010

Libraries are at the heart of our communities—a resource for people of any age to find what we need to help improve our quality of life.

Movie night



Every day, Americans borrow 2.1 million DVDs from libraries, and we spend over \$22 million for DVD rentals at outlets like Netflix and RedBox vending machines.

Sources: OCLC, 2010, primary research; www.netflix.com/HowItWorks/Stats; Randall, "When the Price Is Right, the Future Can Wait," *New York Times*, July 12, 2009; McBride, Sarah, "CDs Have Surpassed DVD Sales In 2009," *Wall Street Journal* online, January 4, 2010.

Let's meet

More public libraries offer free meeting rooms than there are conference centers, convention facilities and auditoriums combined. Every day, 225,000 people use library meeting rooms at a retail value of \$11 million. That's \$3.2 billion annually (based on 286 business days per year).



Sources: OCLC, 2010, primary research; ReferenceUSA Business and Residential Directory.

Career assistance when we need it most



Americans turn to libraries when searching for new jobs. Both public libraries and One-stop Career Centers provide career counseling resources, resumé assistance and help in filling out online applications.

Sources: ALA, 2010, "A Perfect Storm Brewing"; U.S. Department of Labor, www.servicetocolorado.org/.

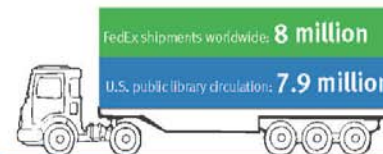
No ticket required



Every year, Americans visit the library more often than we go to the movies and six times more often than we attend live sporting events (includes professional and NCAA football, baseball, basketball and hockey).

Sources: ILLS, 2007, Public Libraries in the United States: Fiscal Year 2007; Statistical Abstracts of the United States, 2010; www.mpsa.org/research/Statistics.asp.

On the move



U.S. public libraries circulate as many materials every day as FedEx ships packages worldwide. We enjoy \$82 million of value every day from the materials we check out at libraries.

Sources: ILLS, 2007, Public Libraries in the United States: Fiscal Year 2007; FedEx company facts at http://about.fedex.com/press/our_company/company_information/who_we_are_corporate



OCLC is a nonprofit library cooperative. For more information see: www.oclc.org/reports/stackup/.

Numbers from OCLC's primary research are estimates. OCLC conducted primary research in January 2010 by inviting librarians via a post on various e-mail lists to answer a questionnaire gauging the use of their public libraries for job-seeking, small business support, meeting room usage and other activities. 719 librarians from 23 states participated.

21410PLB1-1003, OCLC

The Big, Hairy, Audacious Goal.

COLORADO PUBLIC LIBRARY
ADVOCACY INITIATIVE

<http://bhagcolorado.blogspot.com>

BHAG 3.0 What's Next?! Sustained Library Advocacy

You know the problem. People "love their library" but don't vote for it, or don't make it a priority for existing funds.

What can YOU do? Answer: decide that you'll work to change that. How? Make 2012 your Year of Library Advocacy. You, personally, whether board member, staff member, or citizen. Here's the plan:

1. Keep hitting these four messages:

Libraries change lives. How? Through our passionate advocacy for literacy and lifelong learning.

Libraries build community. How? By providing public space and encouraging citizen engagement.

Libraries mean business. How? By helping people find jobs, and helping entrepreneurs create them.

Libraries are a smart investment. How? We are a cooperative purchasing agreement that has a great return on the investment.

2. Adopt an advocacy calendar. Here's one.

January-March - Libraries Mean Business (beginning of year up to tax season)

April-June - Libraries Are A Smart Investment (emphasize the savings and cooperative purchasing angle of the library)

BHAG: THE BIG, HAIRY AUDACIOUS GOAL

This site shares BHAG's library advocacy initiatives and tools. Currently, BHAG is working on a sustained advocacy movement that anyone can take part in, see [BHAG 3.0 What's Next?!](#) and other recent posts (Sept, 2011 and later) for more information. To learn more about BHAG's previous projects, check out the older blog posts and the resources in the right sidebar.

Contact Us.

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April 2010

"Glenn, the library isn't free! It's paid for with tax money. Free public libraries are the result of the Progressive movement to communally share books. The first public library was the Boston public library in 1854. It's statement of purpose: every citizen has the right to access community owned resources. Community owned? That sounds just like communist. You're a communist!"

WATCH:



Professor R. David Lankes, Syracuse University:

“Librarians are radical positive change agents in their community. In the academy, in schools, in the public, government, and business, librarians are storming the barricades of ignorance and fighting for knowledge and community improvement. You cannot fight this fight from the safety of the stacks, nor behind the security of the reference desk. Librarianship has helped shape and guide the world for millennia, and now it is your turn to take up that charge.”