

Advocacy:

Why It's Important to Tell Your Story

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Advocacy is all about informing and persuading. Its about placing one's school library media center in the spotlight at every opportunity. It's about saying and doing the little things on a daily basis that give others positive feelings and an appreciation of the schools library, and doing the big things when times are hard. Don't wait for a crisis to advocate for the library. Practice it every day, and, when there is a special issue or concern, it will be much easier to handle.

Advocacy - (choose 1)

[U.S. Public Schools have lost...](#)

[Revisiting Collection Development in the Digital Age...](#)

[Letter: Save our School Libraries...](#)

Everyone read this one...

[How to Speak Administrator...](#)

Carousel....



- Use data
- Check your vocabulary
- “Help Me Help You”
- Show alignment with school improvement plan
- Talk about students
- Use students and teachers to tell your school library story
- Show connection to student growth



ELEVATOR SPEECHES

For School Libraries

WHAT IS AN ELEVATOR SPEECH?

An **elevator speech** is a clear, brief message or “commercial” about you. It communicates who you are, what you're looking for and how you can benefit a company or organization. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an **elevator**.



WHAT IS AN ELEVATOR SPEECH?

- SHORT
- SPECIFIC
- MEMORABLE



LET'S START WITH WHY...



IF YOU DON'T BLOW
YOUR OWN HORN,
NO ONE ELSE WILL.





THE SQUEAKY
WHEEL GETS
THE OIL.

ADVOCACY BEGINS
WITH YOU!



WHEN TO USE THEM?

- Meeting a new principal
- Beginning of the school year
- Goal setting meetings
- End of year meeting
- Special opportunities
 - *School board meeting*
 - *Parent group*
 - *District-level Meeting*

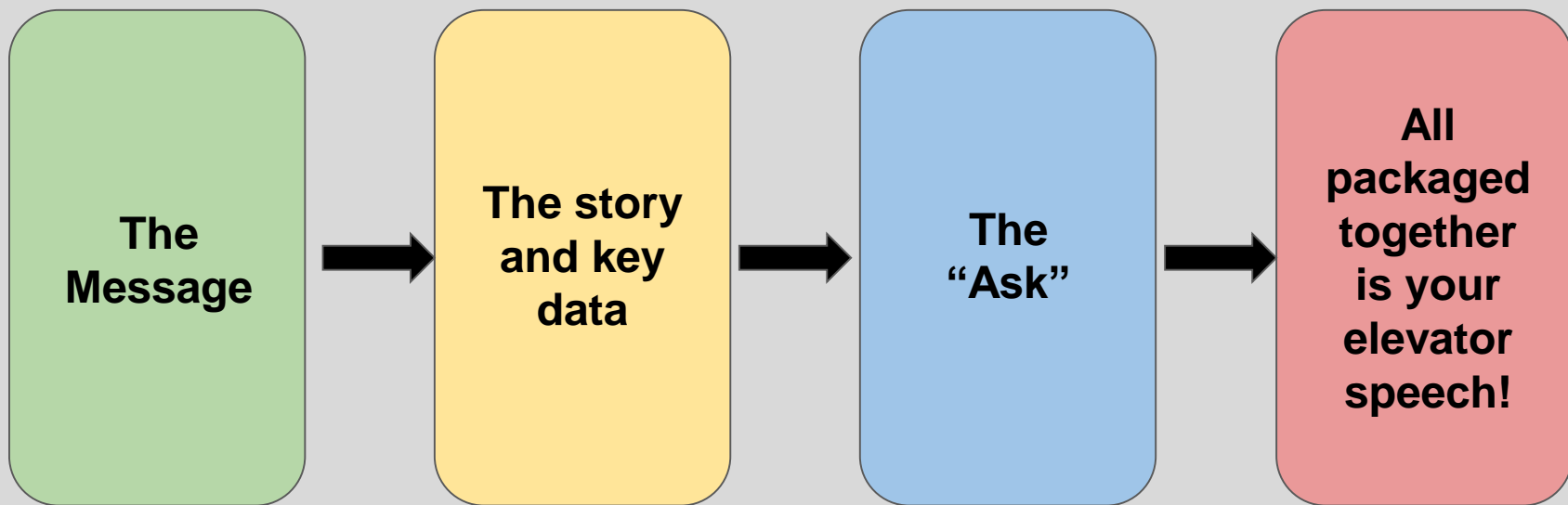


WHO CAN USE AN ELEVATOR SPEECH?

- School Librarians
- District Coordinators
- State-level Leaders
- Affiliate-assembly members
- Committee members
- University professors



WHAT IS IN AN “ELEVATOR SPEECH”?





For the past 3 years, as part of our school-wide reading focus, the library has hosted the Panthers Pounce reading challenge. Last year our students read nearly 11,000 books - that's about 27 books per student. Our reading scores have improved 6-7% for our ELL students...

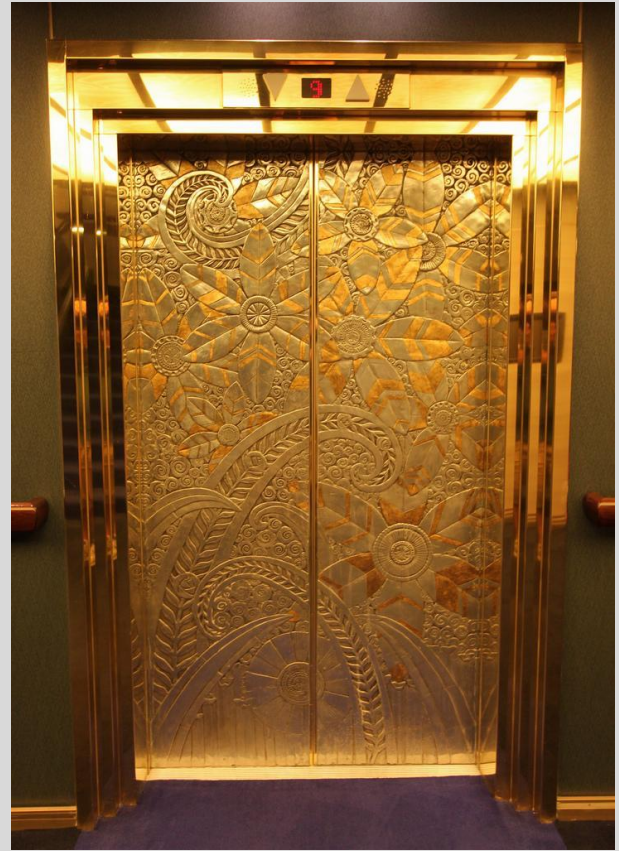


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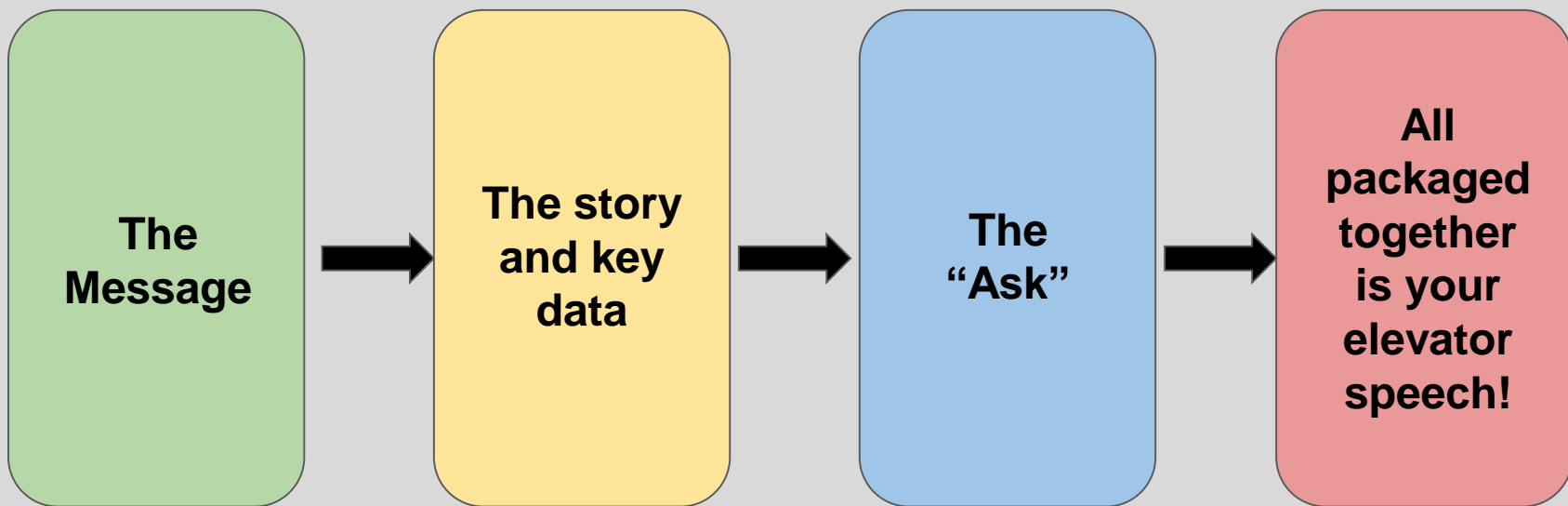
FIRST, LET'S HEAR WHAT SOME ADMINISTRATORS HAVE TO SAY...



NOW YOU TRY....



WHAT IS IN AN “ELEVATOR SPEECH”?



SHARING...

