

# ***Everyday Advocacy Matters***

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## **From the Editor**

### **Oakland: Where Advocacy Was Made Awesome**

*Jenna Nemec-Loise, Member Content Editor*

ALSC Everyday Advocacy Website & Electronic Newsletter

Man, I am such a nerd. I just can't stop talking about the 2014 ALSC National Institute in Oakland.

I mean it. Few can escape my spirited recaps of the great conversations I had with colleagues, the inspired educational sessions I attended, and the brilliant authors and illustrators I met. And don't even get me started on all the ideas I got. The ideas! (To quote my new pal Marge Loch-Wouters, "If only we had time to research ALL THE THINGS.")

The best part of Oakland, though? The three hours I spent with about 100 ALSC colleagues helping them make advocacy awesome. Along with my co-presenters Helen Bloch and Katie O'Dell, I helped lead a workshop designed to highlight the ALSC Everyday Advocacy initiative and give attendees easy-to-implement ideas they could take back to their libraries and use right away.

During my breakout session, I facilitated an activity to get ALSC members thinking about how they talk about the programs and services they offer for youth and families in their communities. We used value-based language (VBL) to write elevator speeches that express the impacts and outcomes of our work, not simply the work itself.

Here's an example:

Before: "I do storytimes for young children."

After: "I help parents and caregivers promote Kindergarten readiness at the library so their young children can start school ready to learn."

See the difference? Our workshop attendees sure did, and one thing is clear: ALSC members want more tips, tools, and techniques just like this!

We plan to honor your requests in 2015 with additional trainings, website content, and journal articles that help you make advocacy awesome in your community. Stay tuned for more details in the coming months, OK?

Let's keep up the incredible momentum we built in Oakland and harness it for success both next year and beyond. You know me—I just can't stop talking about it.

## **Everyday Advocacy Spotlight**

### **Awesome Advocate Profile: Courtney Young**

Courtney Young, President, American Library Association  
Head Librarian, Penn State Greater Allegheny

## **What does Everyday Advocacy mean to you?**

It means that someone, as an individual, can have an impact. It's the recognition of the power of individuals and recognizing that such power is so important. It also means that whenever the opportunity presents itself, you allow your actions as well as words to speak for your cause or for others whose voice cannot or would not be heard.

## **What's been your proudest advocacy moment?**

Every opportunity I have to speak with a decision maker, reporter, or private citizen about why libraries matter. Using every conversation as a chance to talk about library issues, why libraries are important to communities, the services and resources libraries provide is an honor.

## **What advice or wisdom can you share with other Everyday Advocates?**

Every voice counts! There is no one way to be an advocate, so do what is comfortable for you. The important thing is to act, add your voice to the chorus, and know that others are there to support you.

## **From the ALSC Advocacy Committees**

Check out these recent ALSC blog posts and committee chair updates for the latest from Priority Group I:

### **Advocacy and Legislation** **Robyn Lupa, Chairperson**

Creating Life-Long Library Advocates

### **Early Childhood Programs and Services** **Matt McLain, Chairperson**

ALSC recently announced the release of the ALSC/LEGO Junior Maker Librarian Toolkit created by LEGO with input from members of ALSC's Early Childhood Programs and Services Committee. This free PDF is packed with ideas on how ALSC members can give children ages 4 to 6 areas to make and create at their local libraries.

This toolkit is part of the ALSC/LEGO Junior Maker Space project, which works to bring Junior Maker Spaces to libraries across the country. Download your copy of this free resource today!

### **Every Child Ready to Read Oversight** **Dorothy Stoltz, Chairperson**

The committee sponsored two successful programs at the 2014 ALSC National Institute in Oakland. Check out these ALSC blog posts for recaps of both sessions:

Inspired by Early Childhood Partnerships  
Oranges and Elefantes: ECRR2 en Español

### **Intellectual Freedom** **Heather Acerro, Chairperson**

My Parents Open Carry

## **Library Service to Special Population Children and Their Caregivers Africa Hands, Chairperson**

The committee has been busy creating resource guides for librarians and others working with children and families in special populations. These guides are for those who may not work regularly with the various special populations. We plan to include subject headings, publishers specializing in materials for the population, examples of existing partnerships between libraries and organizations, and national resources/organizations for further information.

Applications for the Light the Way grant are now available online. We look forward to learning about the creative outreach programs underway or in the making in order to make libraries a special place for all children and families.

## **Public Awareness Amy Koester, Chairperson**

The Public Awareness Committee is helping to manage the ALSC Pinterest account. One of the goals behind this project is to allow interested ALSC committees to have and maintain their own Pinterest boards under the larger ALSC account.

We hope committees will use their Pinterest boards to share the work they're doing as well as research, programs, and other online articles of interest pertaining to their committee charge. Consider this a way to get committee work and expertise to a wider audience.

If your committee is interested in having your own Pinterest board on the ALSC account, please send an email to Amy Koester, PAC Chair. She's happy to address any questions and logistical concerns.

## **School-Age Programs and Services Sarah Abercrombie, Chairperson**

Camps: The New Trend in Summer Reading

## **News You Can Use**

### **ALA President Courtney Young's Advocacy Challenge**

ALSC members, rustle up your current issue of American Libraries (September/October 2014), turn to page 6, and behold the awesome: ALA President Courtney Young is challenging all 57,00 ALA members to spend one hour a week on advocacy-related activities.

Think you just can't fit it in? Think again. You'd be surprised at how much of what you're already doing is advocacy (or at least can be with a little tweaking). And just like reading with young children, those 60 minutes don't have to happen all at once. Small bursts of advocacy here and there add up to one big impact.

Think you can't make a difference? You might want to rethink that, too. If all ALA members spend just one hour a week on advocacy, in one year we'll have spent nearly 3 million hours on advocacy as a group. What might that be like?

Let's find out together. Commit to getting started today, and let Everyday Advocacy help!

## **School Libraries Make the Difference**

Everyday Advocates, look no further for research and talking points about why school libraries and librarians are critical pieces in the education puzzle: The I Love Libraries website has a new School Libraries Make the Difference section, and it's simply not to be missed.

Filled with ways to stay informed, engage with your community, and speak out, this top-notch resource can help you make the case for building stronger students and educational frameworks in your community. Consider this an excellent opportunity for school-public library collaboration that improves outcomes for youth and families.

Seriously, drop what you're doing and check this out. Don't lose another minute of learning how you can become a better advocate for our school library colleagues!

## **Free United for Libraries Webinar: Anatomy of a Successful Library Campaign**

As part of the 2014 National Friends of Libraries Week celebration, United for Libraries will offer a free webinar, "Anatomy of a Successful Library Campaign: Real World Tips for Getting the Funding You Need."

Webinar presenters are Libby Post of Communication Services and Doreen Hannon, Executive Director of the Salem-South Lyon (Mich.) District Library, who will discuss the library's successful millage campaign developed through a Neal-Schuman Foundation Grant.

This exciting opportunity takes place on Tuesday, October 21st, at 1 p.m. Central/2 p.m. Eastern. Register now to secure your slot!

## **ALSC Webinar: Using Every Child Ready to Read® with Spanish-Speaking Communities**

Looking for ways to reach new populations with your early literacy messages? Want to promote the value of talking, singing, reading, writing, and playing with young children among Spanish-speaking parents and caregivers? Then you definitely don't want to miss "Using the Every Child Ready to Read® @ your library® Toolkit with Spanish-Speaking Communities."

Presented by Saroj Ghoting and Freda Mosquera, this webinar is ideal for both English-speaking and Spanish-speaking ALSC members seeking tips and guidance on using the new toolkit.

The webinar will be offered twice on Wednesday, November 5th: once at 11 a.m. Central/12 p.m. Eastern and again at 3 p.m. Central/4 p.m. Eastern. Register today for either time slot!

## **New Everyday Advocacy Matters Feature: Ask an Advocate**

Never ones for the same old same old, we're always percolating new ways to help you stay informed and inspired about all things advocacy. Our latest brainwave? A new Everyday Advocacy Matters feature we're calling "Ask an Advocate."

Think of this as your opportunity to ask those burgeoning questions you've got! For each newsletter issue, we'll ask an experienced ALSC member to offer his or her advice, guidance, and wisdom on the advocacy topics you'd like demystified.

That means we we need your questions and queries, so send them along to [by email](#). The submission deadline for our January 2015 issue is November 15.

## Get Inspired!

### Turn Dreams into Reality During Teen Read Week 2014

Wait, isn't Teen Read Week (TRW) a YALSA thing? You bet it is! It's also a great time to connect with your colleagues serving teens to find out how they're inspiring young adults to become readers and lifelong library users.

This year's celebration, Turn Dreams into Reality, encourages libraries to highlight all the awesome resources and activities they offer to help teens succeed in both school and in life. Why not check out a few ideas to adapt in your work with the younger set? (Maybe there's even a joint programming opportunity in your future.)

Everyday Advocacy is all about dreaming big, so catch the TRW 14 spirit from October 12-18.

### Find an Advocacy Mentor!

Need a little help navigating those murky advocacy waters? Looking for an experienced advocate to steer you in the right direction?

Fill out the Find an Advocacy Mentor web form to tell us about the areas in which you'd most like a hand. We'll work with the Advocacy & Legislation Committee to match you with another ALSC member who can help you talk things through and customize your advocacy approach.

Fun, right? It just takes a few minutes to get started, so take that first step today!

### Autumn Advocacy Ideas

If you're looking to change things up a bit this fall, try out one of these ideas that puts an Everyday Advocacy twist on seasonal celebrations:

**Character parade (October).** Instead of a standard Halloween party, host a fall parade of children's book characters! Ask families to dress as their favorites, making sure each child and adult has a copy of "his" or "her" title to complete the ensemble. Wrangle a colleague to take photos and collect signed release forms so you can literally create a picture of your library for stakeholders.

**Gratitude wall (November).** In honor of Thanksgiving, designate a Gratitude Wall in your children's area. Pass out sticky notes and colored pencils so kids and adults can write down all the reasons they're thankful for the library and post them on the wall. As 2015 budgets are being finalized, this simple project is a powerful way to advocate the role of libraries in building strong communities.

### Take Action Tuesday Recap

Since February 25, we've challenged you to be a part of Take Action Tuesday, a weekly day of engagement to help you learn, share, and make a difference for libraries and library services to children in your community.

Haven't had a chance to get in on these challenges? No problem! Here's a recap of the weekly prompts since late mid-July so you can catch up or plan ahead for next year:

- July 15—Share the Partner with Your Local Library to Support Early Learning handout with at least one educator in your community.
- July 22—Invite your alderman, members of the city council, or the mayor to attend your library's final Summer Reading Program celebration.
- July 29—Plan ahead for District Days!
- August 5—Check out the District Days resources compiled by our YALSA colleagues.
- August 12—Tell us how you're celebrating District Days in your library community.
- August 19—Contact a local school library colleague about celebrating Library Card Sign-Up Month.
- August 26—Submit an advocacy-related question for the October 2014 issue of Everyday Advocacy Matters.
- September 2—Nominate a colleague for the 2014 I Love My Librarian Award.
- September 9—Read Courtney Young's ALA President's Message in the September/October 2014 issue of American Libraries.
- September 16—Plan to attend the advocacy workshop at the 2014 ALSC National Institute.
- September 23—Submit your elevator speeches for inclusion on the Everyday Advocacy website.
- September 30—Consider how you can spend one hour a week on advocacy-related activities, and start making a plan.

## Calendar

October 12-18 - Teen Read Week

October 19-25 - National Friends of Libraries Week

October 21 - United for Libraries Webinar

November - Picture Book Month

November 5 - ECRR2 Webinar

November 15 - International Games Day

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