

Supercharge Your Advocacy

What is your goal for school year for your school library?

What were your accomplishments from previous school year?

What are you most proud of accomplishing last year?

Write down on postcard.

Take a few minutes and

share with your neighbor as people are entering room.



Supercharge Your Advocacy

Leading to Total Engagement for Your School Library



#NJASL17

NJASL Fall Conference 2017
November 16, 2017



Supercharge Your Advocacy

Who are Your Presenters?

Angela Coxen

Mary Moyer Stubbs

Presentation Materials can be found at:
<https://tinyurl.com/njasl2017advocacy>



#NJASL17

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Supercharge Your Advocacy

1920 - ALA - First HS School Library Standards

Called “Certain Standards” 6 Recommendations

HS libraries should:

- Be staffed by professionally trained librarians
- Provide instruction in use of books and libraries as a course in HS curricula
- Be provided adequate budgets for salaries, maintenance and purchase of materials and supplies
- Provide instruction in use of books and libraries as a course in HS Curricula
- Include space of equipment storage
- Trained librarian employed as a state supervisor of every state ed’ dept.

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Sound familiar?

The more things change, the more they stay the same

Why are we here and what do we hope to accomplish?



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Take a look at your accomplishments from last year.

How many shared this:

- With their administrators?
- With school board members?
- With parents?
- With colleagues or other SLMS?

How did you share:

- Newsletter
- Webpage
- Library Month/End of Year Report
- Infographic
- Video
- Social Media
- Other

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Are you invisible?
How to change the
conversation

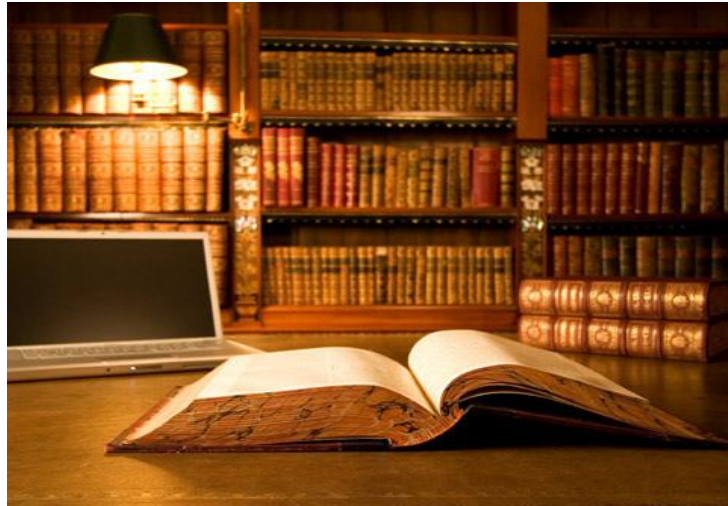
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Supercharge Your Advocacy Need to Define

What are your goals?

What are your needs to attain that goal?



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Telling the story - what are your goals and needs

Match your story to your school's goals / needs

Discuss with a partner
how you will match your
story to your goal and
school goals?



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- Who are your stakeholders?
- Why are your library needs important to your stakeholders?
- What key phrases and terms will be important?
- Matching your story to your school's needs and to your stakeholders

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How can you engage your stakeholders?

Personalize your story - Personal stories matter

**Your library is a story,
it's all about how you tell it!**

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Webpage: [Memorial MS Library](#) [Hanover Park HS](#), [Lawton C. Johnson](#),

Newsletter: [Peak School Library](#)

Social Media: [Melbourne HS Facebook](#), [Instagram](#), [LCJSMS Instagram](#),
[Mendham HS Twitter](#), [LCJSMS Twitter](#), [Somerville MS Twitter](#), [Cherokee HS](#),
[Tuscan](#), [Crossroads Library](#), [Bergenfield HS](#), [Readington MS](#), [JPS](#), [Barclay](#)
[Elementary](#), [Others](#)

Monthly / End of Year Report: [Tips for Writing a Report](#)

Infographic : [SLMS Best Bargain](#)

Video: Fun Activities - [Gretna High School](#)

Other ideas??

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“I established a Twitter account for my library - Tuscan School Library (K-5) - a few years ago. It has been very helpful in terms of promoting the library and all the activities that occur each week. (Some weeks/months I am more active than others!)”

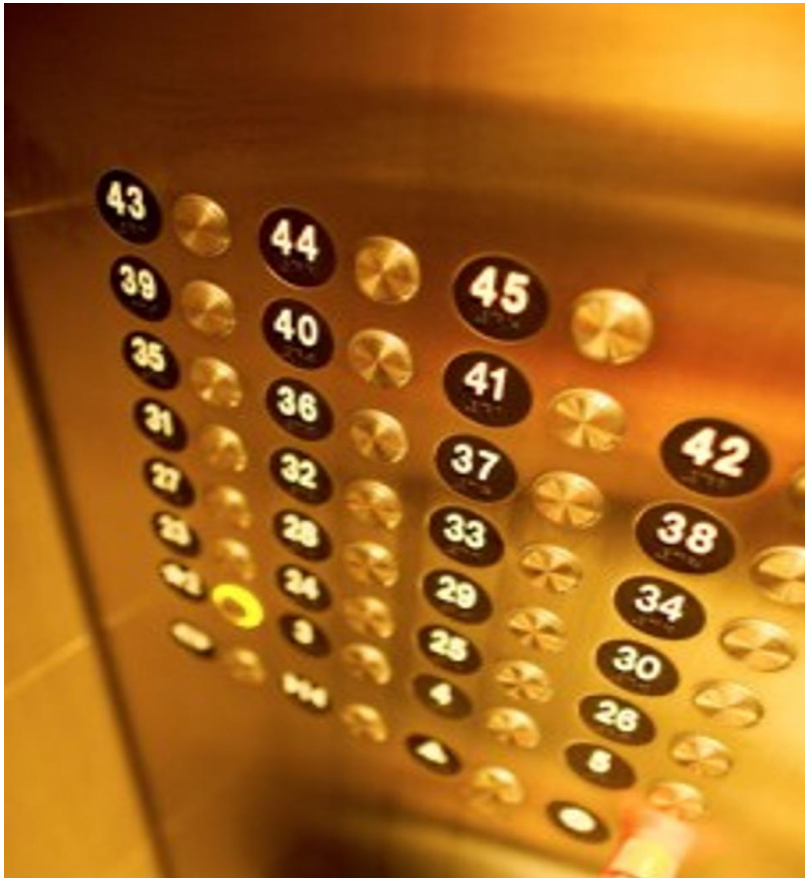
Quote from Amy at South Orange-Maplewood School District



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Elevator Speech



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Sample template:

“I help _____ [your main customer group]
_____ [verb]
in order to _____ [large, positive result].”

From ALA Everyday Advocacy

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TIPS:

1. Capture attention - use a fact, statistic
2. What is value to listener?
3. End with an ask

Other Elevator Speech Tips



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What are your talking points, statistics, leading statement?



What is your ask?

Discussion

Just Ask.



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School Libraries Provide:

- Safe Learning Environment
- Equal and equitable access to materials and technological resources
- Regular collaboration with teachers enhancing curriculum and NJ Student Learning Standards

Provide College and Career Readiness Skills

Building capacity for fundamental engagement with information with an emphasis on critical evaluation of sources and the investigation of diverse sources of information.

Necessary for students to be able to do college-level research.

As witnessed by a number of academic librarians, students are lacking these skills. [Vale Statement from Academic Librarians](#)

Librarians are Instructional Leaders

Students are not your only clients

SLMS work with faculty and staff as instructional leaders with regards to technology integration and the multitude of available resources.

Providing PD, lesson planning, SGO assistance and help creating all types of assessments.

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Example of Information shared with District 3 Legislators:

Statistic: There has been an almost 10% decrease in the number of school librarians since 2011 in the Gloucester, Cumberland and Salem County schools, all areas that are served by District 3. For example, Logan Township and Elk Township School Districts have no certified school librarians, Franklin Township Schools have one school librarian for all four schools.

Research: Schools staffed by certified school librarians contribute to student learning and their critical thinking skills. These are skills needed for students to be competitive in the global economy.

Ask: Please support A4500 to require a specific ratio of SLMS.



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Supercharge Your Advocacy Advocacy Challenge

Create a webpage, newsletter, twitter, instagram

OR

Post to NJASL facebook and twitter account

However, share / post once a month what your

school library is doing

1st Friday of every month



Supercharge Your Advocacy

Today's advocacy challenge - tweet and/or post regarding one thing that you learned today that will help you to supercharge your school library advocacy



Use hashtags

#njasladvocacy

#njasl2017

Tag NJASL

@NJASL

Supercharge Your Advocacy: Part 2

What is NJASL doing to assist?



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A4500 / S3258

Requires a certain ratio of SLMS to Students

Introduced Assembly Jan. 19, 2017 [Assembly Version of Bill](#)

Assembly Sponsors:

Shavonda Sumter and Benjie Wimberly (District 35), Daniel Bensen (District 14)

Assembly Co-Sponsors:

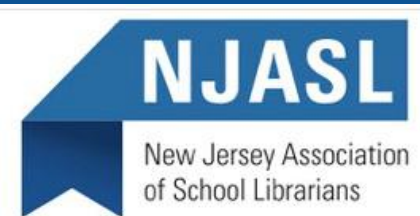
Ralph Caputo (District 28), Blonnie Watson (District 29)

Referred to Assembly Education Committee

Senate Sponsors: James Beach (District 6) [Senate Version of Bill](#)

Introduced Senate : June 6, 2017

Referred to Senate Education Committee



A4500 / S3258 Requirements

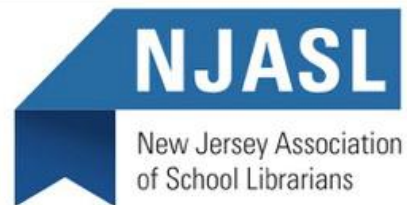
Purpose: Ensure students have access to trained school media specialists and a highly effective program.

- Enrollment fewer than 300 students, one half-time SLMS per school
- Enrollment between 300 and 1,499 students, one full-time SLMS per school
- Enrollment of more than 1,500 students, two full-time SLMS per school



A4500 Definitions

“School Library Work” - Delivery of instruction in information literacy skills; the development and coordination of school library media programs and resources; and the delivery of instruction in the evaluation, selection, organization, distribution, creation and utilization of school library media.



Background for Bill

2015 - ESSA legislation included language “effective school library programs” and “school librarians”

NJASL and NJLA census to determine the numbers of SLMS in NJ and insight into how school library media programs were operating.

Key Findings:

approx. 20% fewer SLMS than in 2007-2008

[School Librarians for Students A4500](#)

[Unlock Student Potential](#) - NJLA response



What is A4500 important?

Associate & School Library Media Specialist Certificate

Functions include delivery of instruction in information literacy skills, and the development and coordination of school library media programs and resources. Holder also provides instruction in the evaluation, selection, organization, distribution, creation & utilization of school library media.



A4858 Information Literacy Curriculum

Would require instruction on information literacy in curriculum of students in grades kindergarten through 12.

Assembly Version of Bill

Assembly Sponsors: Wayne DeAngelo, Daniel Bensen (LD 14)

Co-Sponsors: Assemblywoman Blonnie R. Watson (LD 29)

Introduced May 18. 2017

Referred to Assembly Education Committee



What is Information Literacy?

A set of skills that enables an individual to recognize when information is needed and to locate, evaluate, and use effectively the needed information. Information literacy includes digital, visual, media, textual, and technological literacy.

Goals:

Research Process, Critical Thinking, Ability to Evaluate Information, Use Information Ethically, Critical Examination of Resources



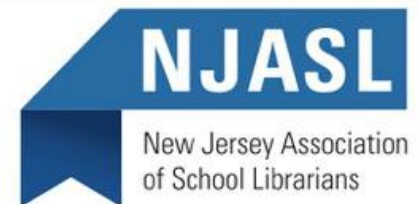
How will it be infused?

- Placed in an appropriate place in the curriculum
- Curriculum guidelines developed by Commissioner of Education in consultation with NJ State Librarian.
- Guidelines would include model instructional units, define learning objectives, and recommend instructional materials suitable for each grade level.



Legislative Process and Sponsorship for Bills

- Legislative session - formal
- This two-year session will end January 2018.
- These two bills are “active” until that time.
- Sponsors will re-introduce bills from previous Legislative session which have not been enacted into law.
- At that time, they will be assigned new bill numbers.
- Goal of NJASL is to gather as many sponsors as possible.



What Can You Do?

- Contact your legislators and ask them to support the two bills. [Search for Legislators](#)
- Contact Members of Assembly and Senate Education Committees [Search for Committee Members](#)
- I live.....
- I work.....
- Share Your Story
- Sign [Petition at Unlock Student Potential](#)



Talking Points for School Library Legislation

- SLMS are uniquely qualified to teach information literacy
- SLMS have appropriate certification
- SLMS collaborate with teachers to support NJSLS
- Other ideas for talking points
- SLMS are best bargain

What is NJASL doing?

See [September Bookmark](#) - read the Consultant Report
During 2016-2017

- Testimony at State Board of Education
- Support of School Librarians: Berlin, Millburn, Woodbridge
- QSAC Changes
- Library Advocacy Fortnight
- School Library Month Resolution from SBOE



Future Opportunities

NJASL is happy to be collaborating on the new Digital Citizenship Standard with the DOE Office of Innovation

NJQSAC - library programs included in 2018/19

New Standards from AASL coming in November

Thank you for this opportunity to present

Graphic Credits

Supercharge graphic: <https://blog.shi.com/wp-content/uploads/2014/11/AWS-Supercharge.jpg>

Change agent: https://youinc.com/cached_images/stories/full/change-agents1-1920x800.jpg

Change agent skills: <https://changeagents.org.uk/sites/default/files/skills%20of%20a%20change%20agent.jpg>

Invisible graphic: <https://i.ytimg.com/vi/KrcR6ml4A4g/hqdefault.jpg>

Book graphic: <http://42796r1ctbz645bo223zkcdl-wpengine.netdna-ssl.com/wp-content/uploads/2015/08/book1.jpg>

Telling the Story: https://cdn-images-1.medium.com/max/2000/1*b1T9PtMK3bxboKvnSctNmg.jpeg

Share button: <https://assets.hongkiat.com/uploads/tell-stories-others-want-to-share/share-button.jpg>

Elevator: <https://blogs-images.forbes.com/nextavenue/files/2013/02/elevatorpitcharticle-228x300.jpg?width=960>

Ask: <http://straighttalkministries.com/wp-content/uploads/2012/06/JustAsk.jpg>

Social Media:

https://cdn.slidesharecdn.com/ss_thumbnails/usageofsocialmediainschoollibraries-ogodogu-160711222913-thumbnail-4.jpg



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