

Advocacy Class Trainer Guide

2 Contact Hours



Optional Training Activities

- Optional training activities are estimated to add 150 minutes to the original training time and include the minutes indicated for the original activity.

Learning Objectives

Participants in the Advocacy: Sharing the Value of Your School Library Class will achieve seven objectives:

- Understand the meaning of advocacy.
- Identify resources to build advocacy for your school library.
- Recognize the importance of building relationships in your community.
- Locate organizations and associations that offer opportunities for support and build relationships with library peers.
- Understand how to use newsletters and social media to communicate with the community.
- Consider tools to build online presence to promote your school library.
- Understand how to represent the usage and value of your school library by using reports and infographics.

In this class, you will work through several lessons to learn about advocacy, promoting your library, and ways to share the value of your school library. Below is a description of each lesson and an estimate of the amount of time it may take to complete each one.

Getting Started

Pretest

- **Lesson Content**
Take a quiz to find out what you know or need to know about advocacy and sharing the value of your school library. (5 minutes)

Welcome to the Advocacy Class

- **Lesson Content**
Review the course objectives and the course overview. (5 minutes)

Using Open Space Groups

- **Lesson Content**
Join the INFOhio School Library Basics group in Open Space. In this group, discuss and reflect on the integration of this resource into the classroom with like-minded educators. (5 minutes)

What is Advocacy?

Understanding Advocacy

- **Lesson Content**
Learn what advocacy is and about advocacy resources, including the AASL advocacy site. (20 minutes)

Optional Training Activities

- Distribute the **Advocacy Checklist Notes handout** before visiting the AASL, OELMA, and INFOhio websites. Use checklist notes to keep track of learning and understanding of the topic. (10 minutes)
- Distribute the [Advocacy Action Plan Workbook](#) and read pages 19-21, Section 6: Checklist for Library Advocates. (5 minutes)
- In the [Advocacy Action Plan Workbook](#), complete page 5, Action Step #1: Determine your key issues and Action Step #2: Determine your goal. (10 minutes)
- Answer the discussion questions from the lesson in the [INFOhio School Library Basics](#) Open Space group. Find the *Understanding Advocacy* post in the Discussions tab. (5 minutes)

Building Relationships

- **Lesson Content**

Learn about professional organizations such as OELMA and AASL and supporting organizations like EveryLibrary and INFOhio Advocacy as well as the importance of building relationships. (20 minutes)

Optional Training Activities

- Distribute the **Advocacy Checklist Notes handout** before visiting the list of organizations. Use checklist notes to keep track of learning and understanding of topic. (10 minutes)
- Read page 3 in the [Advocacy Action Plan Workbook](#) and complete Action Step #3: Name your key audience and determine who your audience is. (10 minutes)
- Read pages 8-11 in the [Advocacy Action Plan Workbook](#) and complete Action Step #4: What are your key messages? (10 minutes)
- Read pages 14-17 in the [Advocacy Action Plan Workbook](#) and complete Action Step #6: Name your Network and Action Step #7: Stay Connected. (10 minutes)
- Answer the discussion questions from the lesson in the [INFOhio School Library Basics](#) Open Space group. Find the *Building Relationships* post in the Discussions tab. (5 minutes)

What Have You Learned So Far?

- **Lesson Content**
Take a short quiz to check what you know. (5 minutes)

How to Promote Your Library

Building Your First Line of Support

- **Lesson Content**
Learn the importance of using newsletters and social media to promote your library. (15 minutes)

Optional Training Activities

- Read the article [Using School Library Newsletters to Communicate](#). Ask participants to consider benefits of using newsletters and to share or provide examples of resources used in their school libraries. (10 minutes)
- Review websites offering newsletter templates. Have participants select their preferred newsletter template and save it for future use. (10 minutes)
- Read pages 11-13 in the [Advocacy Action Plan Workbook](#) and complete Action Step #5: Strategies. (10 minutes)
- Answer the discussion questions from the lesson in the [INFOhio School Library Basics](#) Open Space group. Find the *First Line of Support* post in the Discussions tab. (5 minutes)

Online Presence to Connect Your Community

- **Lesson Content**

Learn how to develop a website and add content to support your library community. (15 minutes)

Optional Training Activities

- Visit [Lincoln Elementary Library Media Center](#) and [Springboro Junior High School Library](#) sites, and discuss with participants how websites increase library presence. (10 minutes)
- Visit INFOhio's [Widgets and Apps](#) page. Ask participants to explore the widgets available on the site. Find widgets that you can use on a current or potential school website. (10 minutes)
- Read the [Edutopia blog](#) and [Using INFOhio Resources to Give the Gift of Literacy](#). Visit the Bitmoji examples, [Gift of Literacy – Bitmoji Scene](#) and [Riverdale MS/HS Virtual Library](#). Have participants list all resources and objects they would add to their Bitmoji scene for their school library. (15 minutes)
- Answer the discussion questions from the lesson in the [INFOhio School Library Basics](#) Open Space group. Find the *Connect to your Community* post in the Discussions tab. (5 minutes)

Your Library By the Numbers

- **Lesson Content**

Learn about reports to use to represent the usage and value of your library.
(20 minutes)

Optional Training Activities

- Visit the [ISearch Use Data](#) page and have participants complete steps to review dashboard use. (5 minutes)
- Visit [WorkFlows Handbook](#), and provide participants with specific reports to display the value of the library listed under the Promote Library section of the page. (5 minutes)
- Visit [Library Services and Technology Act \(LSTA\)](#) and [Ohio Ready to Read](#) websites and discuss with participants which grants they would consider applying for. (5 minutes)
- Answer the discussion questions from the lesson in the [INFOhio School Library Basics](#) Open Space group. Find the *By the Numbers* post in the Discussions tab. (5 minutes)

Checking Your Learning

Self-Assessments

- **Lesson Content**

Answer questions to reflect on what you learned. (15 minutes)

Optional Training Activity

- Ask participants to answer the Self-Assessment questions either in writing or with a group. Ask for volunteers to share their responses. (15 minutes)
- Answer the discussion questions from the lesson in the [INFOhio School Library Basics](#) Open Space group. Find the *Reflecting on Your Advocacy Learning* post in the Discussions tab.

Contact Hour Quiz and Certificate

- **Lesson Content**

Take a quiz to earn a certificate for 2 contact hours. (5 minutes)