Our mission is to exceed the expectations of our customers, the taxpayers, by operating at the highest levels of accuracy, cost-effectiveness, and accountability in a customer-centered environment.

Cultivating Your Commissioners

Presented by Beth A. Mercer, Ocoee River Regional Library
As a library trustee, you have the important responsibility to “speak up”, to be an advocate for your library.
It is **YOUR JOB** to speak on behalf of the library to the county commission and to the city council.
Pericles (450 B.C.E.) said “Just because you do not take an interest in politics doesn’t mean politics won’t take an interest in you.”

In other words…

Don’t leave the success of the library in the hands of chance and the kindness of strangers.
Advocacy

Do you know the individuals on the County Commission? On the City Council? By name?

What about these individuals?

www.egvpl.org
As important as it is for you to know the commissioners, it is equally important for them to know you and know that you value the library.

http://www.scls.info/pr/speak_up/index.html
Advocacy – Cultivating a relationship

Be careful with assumptions...
Advocacy

It’s all about CULTIVATING A RELATIONSHIP.
Advocacy — Be an active library trustee
Advocacy – Cultivating a Relationship

• Be present. Show up.
Cultivate relationships & court the Commissioners

• Make personal contacts
• Include them on library mailings
• Invite them to library events
Advocacy — Cultivating a Relationship

- Provide them with a library card
- Have an information supper session for them at the library
- Invite them to use the library community room for a work session
Recognize your commissioner on an ALA READ Poster

Calvin Hall, Presque Isle City Councilor Calvin Hall, Presque Isle City Councilor, courtesy of Mark & Emily Turner Memorial Library, Presque Island, Maine.

Paul Hamlin, photographer.
Advocacy — Present an annual report

- Present library reports at other times during the year besides at budget time

- TCA – 10-3-104

“The library board shall make annual reports to the county legislative body and/or city governing body.”
Advocacy — Return on Investment

Your library

…a great return on investment

galwaypubliclibrary.org
Advocacy — Budget Request
Advocacy — Budget Request

• Be Prepared
• Know the City/County Budget Process
• Know your audience
• Know the political climate
• Present the budget proposal
• Justify with facts, figures, & story
Always express gratitude for their support and say thank you.
Advocacy — Budget Process

- Be calm and don’t get discouraged
- Don’t take it personally
- Don’t give up - persevere
- Keep on cultivating the relationship
Advocacy – Repairing a Relationship
Advocacy - Cultivating the Commissioners

Remember – Your voice makes a difference – Speak up!
Advocacy - Cultivating the Commissioners