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.

Types of Advocacy

Presented by Betty Jo Jarvis, Stones River Regional Library
A PRIMER FOR ADVOCACY
Advocacy

INFORMATION PROFESSIONALS,
KNOW THIS

There is no such thing as abstaining from library advocacy.

You are either doing it – or ur doin it wrong.
Champions

Types of Advocacy

• Champion for the Board
• Champion for Director and Staff
• Your Role as a Member of the Whole
• Establish Partnerships
• Civic Engagement
• Cultivating Stakeholders
Advocacy
### Advocacy 101

Where do you start?
- Stay Informed
- Set Goals
- Listen
- Speak with One Voice
- Carry the Message
Stay Informed

- Attend board meetings
- Library Events
- Community Events
- Government Meetings
Set Goals

- Strategic Plan/Board Plan
- Focus
- Realistic
- Identify what YOU can do!
Listen

- Neighbors
- Elected Officials
- Community Leaders
- Community Organizations
- Active Listener
Speak With One Voice

- Clarity
- Focus
- Positive
- Passion
Carry the Message

- Formal Presentations
- Media
- Elevator Speech
- At the Table
- Social Media
  - "All About the Books, No Trouble"
Clinton Public Library in 2014

89,009 Checkouts

3389 New Books, DVDs, and Audio Books

9639 Questions Answered!

20321 READS downloads

291 Books borrowed from other libraries for our patrons

90 Adult Programs

924 Adult Program Attendees

77 Teen Programs

865 Teen Program Attendees

244 Children’s Programs

6,612 Children’s Program Attendees

17,493 Computer Users

1006 New Borrowers

16658 Total Borrowers
### Carry the Message

<table>
<thead>
<tr>
<th>Average Items Checked Out by each Belleville resident in 1985:</th>
<th>Average Items Checked Out by each Belleville resident in 2014:</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>26</td>
</tr>
</tbody>
</table>
Carry the Message
Analysis of Services

11,215 Computer users at $10.00 per use
799 reference questions answered at $5.00 per question
1,376 people attending library programs at $5.00 per person
41,335 library items checked out at $20.00 each

Total value: $949,725

The Grundy County libraries have yielded a return of $12.07 for every $1.00 invested.
Carry the Message

What do you geek?
geekthelibrary.org
Carry the Message
When Things Go Wrong

- Transitioning Services
- Isolated Incident or Growing Trend?
- Budget Battles
- Negative Encounter
When Things Go Wrong
Resources

- Brochures, flyers, bookmarks
- TN State Library and Archives
- Regional Library
- Your Local Library
Public Library Support Organizations

- American Library Association
  [http://www.ala.org/offices/ola](http://www.ala.org/offices/ola)

- Tennessee Library Association
Resources – On-Line

- TN Library Association Site
  - http://www.tnla.org/?378
- Friends of Tennessee Libraries
  - http://www.friendstnlibraries.org/
- ILoveLibraries.org
- Library Quotes
  - http://libraryquotes.org/front-quote
Push Positive Points

- Libraries Share
- Access Providers
- Grow People
- Team Player
Adding Advocates

- Happy Patrons
- Friends of the Library
- Community Advocates
- Outside Advocates
Getting Noticed Advocacy

- Letter Writing Campaigns
- Fundraising
- Read-ins
- Rallies
- Meetings
Advocacy