



Effective Library Advocacy with
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Our Presenters



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SINCE 1828

advocacy

DICTIONARY

THESAURUS

EVERY DAY IS AN
OPPORTUNITY




MSN

Master of Social Work

MBA

advocacy noun

ad·vo·ca·cy | \ 'ad-və-kə-sē  \

Definition of *advocacy*

: the act or process of supporting a cause or proposal : the act or process of advocating (see ADVOCATE entry 2) something

// known for his *advocacy* of gay rights

Why advocate for our libraries?

Unless someone like *you* cares a whole awful lot, nothing is going to get better, it's not.

~Dr. Seuss in *The Lorax*

Advocacy versus Lobbying

- ❖ Advocacy - Support for a particular cause or policy
- ❖ Lobbying - An advocacy tactic to influence specific legislation
- ❖ Public Policy - Laws, rules and funding priorities of government
- ❖ Policymaker - A person or entity that makes public policy

***Most advocacy tactics are not lobbying!**

Effective advocacy includes:

- ❖ Effective **leadership**
- ❖ Building **relationships**
- ❖ Mapping **influence**
- ❖ **Public speaking** & writing
- ❖ **Media** relationships

Effective **leadership** includes

- ❖ Vision; strategy; desired future state
- ❖ Clear, effective communication
- ❖ Effective listening; “reading” reactions
- ❖ Resiliency - back up; fight another day

Leadership: Who are you and what is your vision?

- ❖ What is your style?
- ❖ Introversiion/Extroversiion trap
- ❖ Know thyself: Defining your brand / What is the library good for?
- ❖ What do you offer our community, institution, campus, city?

Relationships - the foundation of advocacy

- ❖ Initiate
- ❖ Inquire
- ❖ Invest
- ❖ Influence

From MOR Associates Leadership Lessons at: http://morassociates.com/readings/MOR_Building_Relationships_Article.pdf

Relationship building

- ❖ Face-to-face is best
- ❖ Practice empathy - how can you help them?
- ❖ Making a “deposit” in your good will account
- ❖ Be curious
- ❖ Model trust
- ❖ Be inclusive
- ❖ Don't let conflicts fester
- ❖ Be thankful, always

Who needs to be on our list?

- ❖ “Powers-that-be” such as elected officials and appointed administrators
- ❖ Community leaders - business and non-profits
- ❖ School Superintendent and board members
- ❖ Friends groups
- ❖ Citizen advocates - library lovers!
- ❖ Others?

Who needs to be on our list?

- ❖ Elected officials in Wisconsin Legislature
- ❖ Campus Administrators
- ❖ Academic Departments, Faculty, Deans
- ❖ Instructional Designers, Instructional Technologists, IT
- ❖ Academic Support Services (Writing, Math & other tutoring services)
- ❖ Foundations associated with your institution, community
- ❖ Business community & alumni
- ❖ Students!: Student Senate, Student Clubs

How can they help us?

- ❖ Give us money
- ❖ Exercise influence on behalf of the library
- ❖ Support our strategies - advocate!
- ❖ Provide people power, materials, expertise
- ❖ Expand our connections/relationships/sphere of influence
- ❖ Collaboration as Advocacy - partnering with others and deep collaboration/co-locating

Mapping **influence**

- ❖ Stakeholders: who cares about this and why?
- ❖ Who can help us? Are you a member of [WLA](#)?
- ❖ Who might oppose and why?
- ❖ What resources/relationships do we have?
- ❖ What are we lacking; how do we get it?

Your message

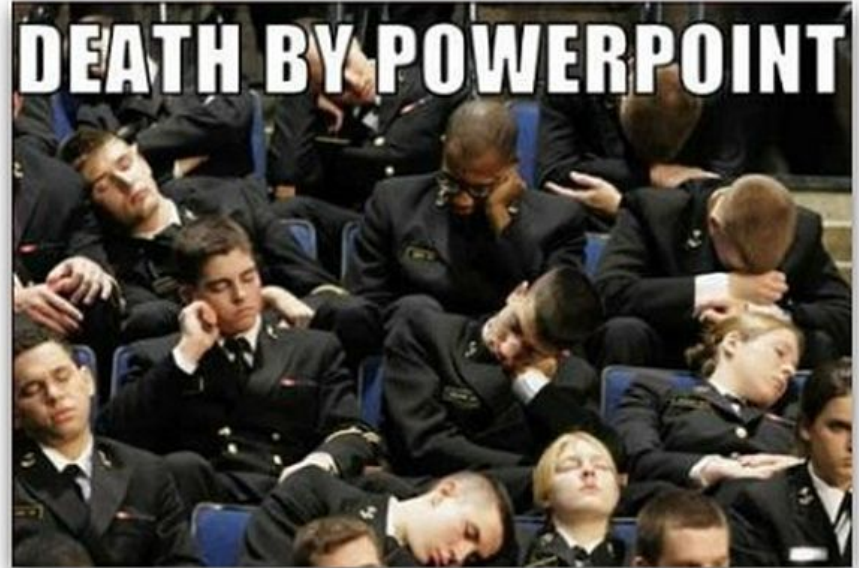
- ❖ Short & simple (5-10 words)
- ❖ Repeat message ([rule of 3](#))
- ❖ Key points to support message
- ❖ Why should they care?
- ❖ Hoped for outcomes?

Public speaking essentials

- ❖ Know your audience
- ❖ Know your purpose; what are you trying to communicate?
- ❖ Tailor your message to your audience
- ❖ Practice, practice, practice
- ❖ Remember, you know more about this topic than your audience. Be confident in that knowledge.
- ❖ Read your audience, be prepared to improvise

Death by Powerpoint: tips on presenting

- ❖ Make it visually interesting
- ❖ Use images
- ❖ Don't type everything!
- ❖ Going off script
- ❖ Be yourself



Nuts and bolts of practicing

- ❖ Time your speech by reading it aloud
- ❖ Reduce and simplify language
- ❖ Get honest feedback
- ❖ Finalize speech
- ❖ Transfer to note cards for prompts, or
- ❖ Print in large font for easy reading

How to handle questions

- ❖ Listen and empathize, try to find out what's behind the question (Reference Interview!)
- ❖ Do not repeat negatives
- ❖ Reframe the question
- ❖ Be positive, honest, straightforward
- ❖ Admit it if you don't know at this time

Media relations

- ❖ Build relationships with managers/reporters
- ❖ Take their phone calls; respect their deadlines
- ❖ Give them interviews as request; not just when YOU want something
- ❖ Don't assume anything you say is "off the record"
- ❖ Anticipate questions, PRACTICE answers

Press interview

- ❖ Never repeat a negative (it can be taken out of context!)
- ❖ Never give one-word answers
- ❖ Talk in soundbites (12-20 seconds)
- ❖ Bridge, flag and hook

Event schmoozing

- ❖ Be aware of your presence
- ❖ Smile, extend your hand, introduce yourself
- ❖ Listen and respond appropriately
- ❖ Leave a business card
- ❖ Collect a business card
- ❖ Send a thank you note

Summarizing Advocacy

- ❖ All politics are local; relate to local issues
- ❖ Ongoing relationships are best
- ❖ Be respectful of their interests & time
- ❖ Be appreciative of any support/time
- ❖ Be informative; make it easy for them
- ❖ Face-to-Face; telephone; letters; email
- ❖ Be strategic; be opportunistic (libraries are non-partisan)
- ❖ Be joyful about the library!

Tips for Library Legislative Day

Who should I talk to?

What should I say?

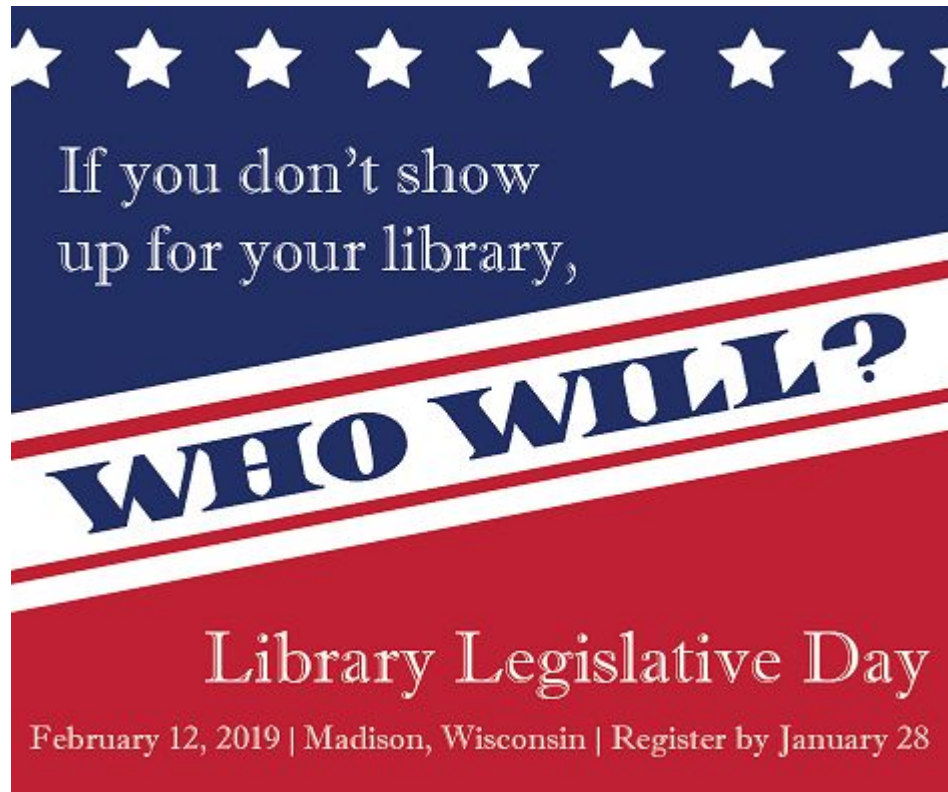
- ❖ Stay on message!
- ❖ Tell YOUR story

What's the call to action?

How do I follow up?

It's scary! How do I do this confidently?

<http://wla.wisconsinlibraries.org/legislative/legislative-day>



Tips for Everyday Advocacy

Who should I talk to?

What should I say? Be mindful about being non-partisan.

What's the call to action?

How do I leverage users and patrons in advocacy?

It's scary! How do I do this confidently?

Questions or Comments?