

Librarian/Library Technician voice: *advocate, promote, guide*



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Outline

Introduction

Focus Area 1: Setting Goals and Objectives

Focus Area 2: Effective Use of the Evidence Base

Focus Area 3: Understanding the Environment

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Focus Area 7: Monitoring and Evaluation

Wrapping up

<http://bit.ly/1pICQis>



School Library Advocacy Toolkit



**What do you do for advocacy now
in your school or school board?**

What would you like to be able to do?

The Toolkit resides online at <http://qslin.org/library-advocacy/>

Focus Area 1: Setting Goals and Objectives

What do we consider when setting goals and objectives?

How does your school board vision statement reflect the importance of school libraries?

What about creating a vision statement for your school library?

<https://pixabay.com/en/photos/arrows/>

Focus Area 1:

advocacy
literacy
curiosity
reading
collaboration
keywords
online
creativity
print
digital

What Keywords Do You Use in Advocating for Your Library?

Focus Area 1: Word Cloud



1. Open smart phone
2. Go to messages > To: > 780-800-5606
3. Go to text space > Write > libadvocacy

Wait for confirmation text; start entering advocacy terms!

Tips: hyphenate 2 word phrases; upper or lower case

Focus Area 2: Effective Use of the Evidence Base

Summary

The findings of Phase I of the South Carolina school library impact study are consistent with previous available-data research in revealing associations between the academic performance of students and a variety of school library characteristics: library staffing, librarian teaching activities, library expenditures (both total and per student), circulation of library materials (both total and per student), collection size (both print and e-book), and library visits by groups. Generally, these relationships, though small to middling in magnitude, were in a predictably positive direction and statistically significant, indicating that demonstrated differences are unlikely to have been produced by chance alone.

Focus Area 2: Effective Use of the Evidence Base

Conclusion

South Carolina educators—administrators, teachers, and librarians themselves—demonstrated a remarkable consensus about how school libraries and librarians contribute to the academic success of students.

- Administrators agreed about policies and practices that define successful library programs, and teachers and librarians confirmed that the actual incidence of such activities relates in a positive way to the extent to which library programs contribute to the teaching of state standards.
- There is also consensus between these educator groups—at least 2, if not all 3, of them—about the roles librarians play in their schools that make a difference for students.
- Perhaps most importantly, administrators' and librarians' assessments of how well library programs contribute to standards teaching were confirmed by actual state test results.

Focus Area 2: Effective Use of the Evidence Base

Resources:

Impact of School Libraries and Library Media Specialists on Student Academic Achievement

ALASKA

<http://www.library.state.ak.us/pdf/anc/infoemxs.pdf>

Lance, Keith Curry, et. al. (1999). Information Empowered: The School Librarian as an Agent of Academic Achievement in Alaska Schools. Anchorage: AK: Alaska State Library.

COLORADO

http://www.ala.org/aasl/SLMR/slmr_resources/select_lance.html

Lance, Keith Curry, Lynda Wellborn, and Christine Hamilton-Pennell. (1993). The Impact of School Library Media Centers on Academic Achievement. Spring, TX: Hi Willow Research and Publishing.

<http://www.lrs.org/documents/lmcstudies/CO/execsumm.pdf>

Lance, Keith Curry, Marcia J. Rodney, and Christine Hamilton-Pennell. (2000). How School Librarians Help Kids Achieve Standards: The Second Colorado Study. Spring, TX: Hi Willow Research and Publishing.

DELAWARE

IOWA

<http://www.iowaacaonline.org/about/Make%20The%20Connection1.pdf>

Rodney, Marcia J., Keith Curry Lance, and Christine Hamilton-Pennell. (2002). Make the Connection: Quality School Library Media Programs Impact Academic Achievement in Iowa. Bettendorf, IA: Mississippi Bend Area Education Agency.

MASSACHUSETTS

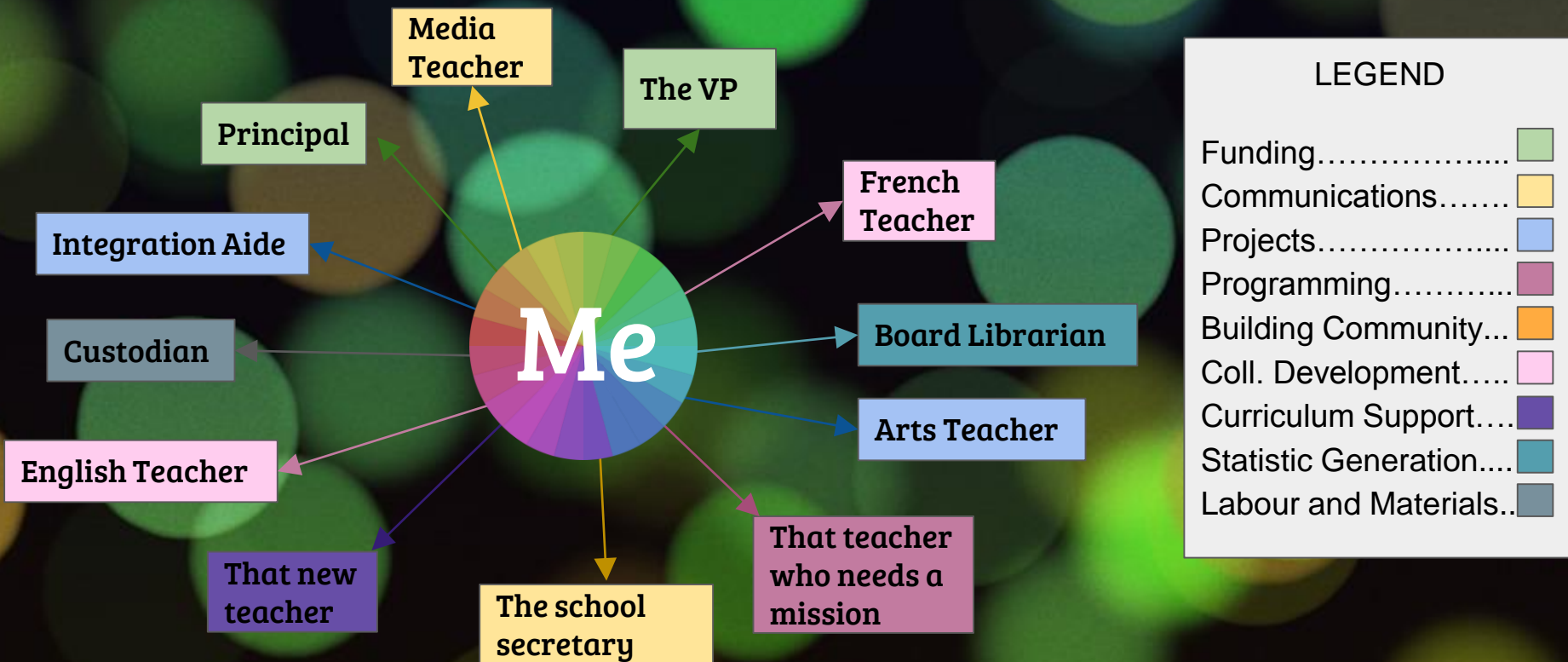
<http://web.simmons.edu/~baughman/mcas-school-libraries/Baughman%20Paper.pdf>

Baughman, James. (2002). School Libraries and MCAS Scores, (Preliminary Edition). A Paper Presented at a Symposium Sponsored by the Graduate School of Library and Information Science, Simmons College. Boston, MA.

MICHIGAN

<http://www.michigan.gov/documents/>

Focus Area 3: Understanding the Environment

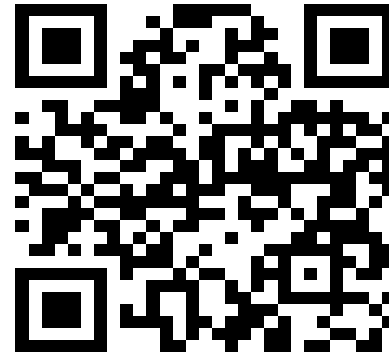
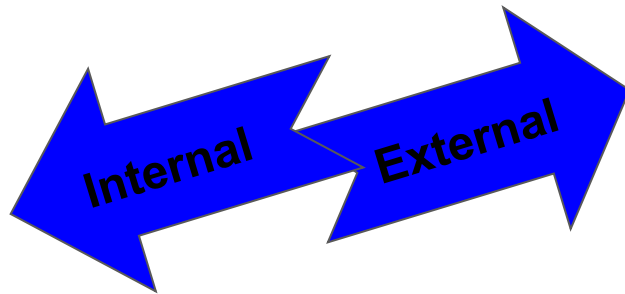


Focus Area 4: Working in Partnership

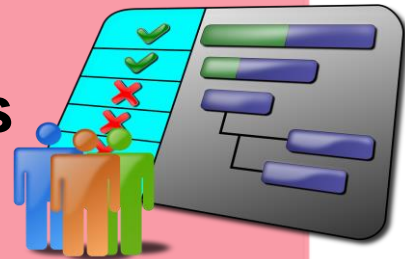


Who might you partner with in your area to market/promote library services?

Activity: Group: 3-4; Form: <https://goo.gl/YMoe6t>



Focus Area 5: Communicating Key Messages



What can help communicate key messages?

Activity: While trying the template, you can make a copy of the Communication plan template and modify it to meet your own needs.

Communication Plan template: <https://goo.gl/pvhKRm>

<http://bit.ly/1SBOsO1>
<http://bit.ly/22S8HPI>



Focus Area 6: Organizational Capacity

A perspective view of a school hallway. On the right side, there is a long row of green lockers with silver handles. The left wall is light-colored and features a bulletin board and a small framed picture. At the end of the hallway, there is a red double door. The floor is made of light-colored wood, and the ceiling has a grid of fluorescent lights.

Q: What have you already been doing to keep/extend library services with limited budget and human resources?

Focus Area 7: Monitoring and Evaluation

Warm up question:

What quantitative data could be included in the library report?

Go to <http://www.socrative.com/>

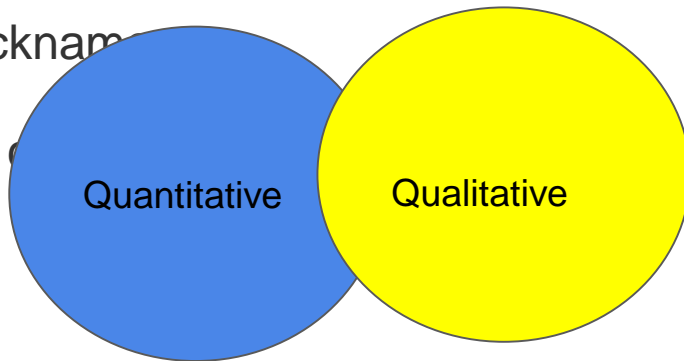


Click “Student login”

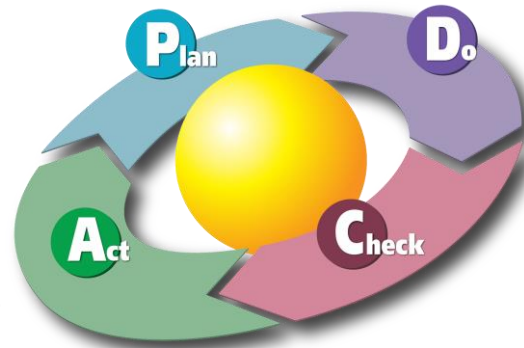
Enter the room number: CC796C67

Enter your name/ a nickname

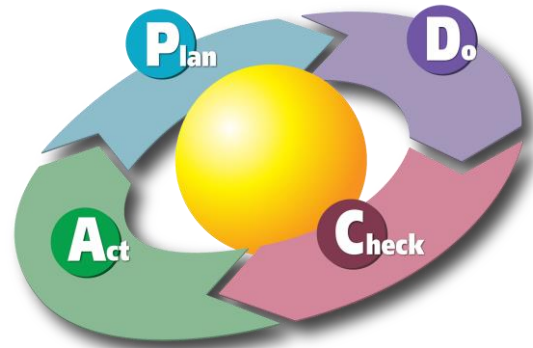
Click the answer you choose and click “Submit answer”



<http://bit.ly/1IU4OAu>



Focus Area 7: Monitoring and Evaluation



Examples:

Allion Elementary Annual Report: <https://goo.gl/81MZPm>

MacDonald High School Annual Report: <https://goo.gl/CesedX>

Creekview High School Annual Report: <http://goo.gl/jP4nXs>

Activity: work in group 3-4 to build on the template (handout)

advocacy
literacy

curiosity collaboration
reading keywords
online creativity print

digital

Wrap Up!

One important thing that you heard today on a sticky note!

Word clouds

Internal environment map

Photos of all results will be shared on:

QSLiN - qslin.org

Twitter - #qslin @QSLiNtweets

