



Discussion Guide: Advocacy

The following discussion guide lists recommendations for delivering content from Advocacy and Public Trust.

Document	Delivery methods	Time required	Additional resources
Advocacy and Public Trust	This module is best presented with the Board as a whole unless the Board has an Advocacy Committee.	1 hr.	<p>Saskatchewan Library Trustees' Association Advocacy web page: http://slta.ca/advocacy</p> <p>United for Libraries website (a division of the American Library Association): http://www.ala.org/united/powerguide</p> <p>Alberta Library Trustees' Association Advocacy Presentation: http://www.librarytrustees.ab.ca/trustee-learning/</p> <p>Canadian Library Association Advocacy web page: http://www.cla.ca/AM/Template.cfm?Section=Advocacy&Template=/CM/HTMLDisplay.cfm&ContentID=17365</p> <p>Canadian Library Association Advocacy Training document: http://www.cla.ca/divisions/capl/LibraryAdvocacyNow.pdf</p> <p>ilovelibraries web page: http://www.ilovelibraries.org/get-involved</p>
Defining Your Library's Value	<p>Gather statistics and information before the meeting. Check to see if other organizations in your community have done studies or surveys that will give you additional insight.</p> <p>Review previous years' annual reports and financial statements.</p>		<p>Toronto Public Library Economic Impact Study: http://martinprosperity.org/media/TPL%20Economic%20Impact_Dec2013_LR_FI_NAL.pdf</p> <p>Ilovelibraries calculator (adjust the categories to match your services): http://www.ilovelibraries.org/what-libraries-do/calculator</p> <p>Statistics Canada – Their community profiles are full of useful information: http://www.statcan.gc.ca/start-debut-eng.html</p>