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| **SLA’s Advocacy Action Template (Sample working schools)**  Advocacy: Planned, deliberate sustained effort to develop understanding and support incrementally over time (Haycock 2006) | | |
| **Intended Audience:**  *Key Concept:* There is no general public | | |
| **Before the Meeting** | | |
| Objectives | * Common agenda * Develop closer ties with school board by demonstrating connection between library summer learning opportunities and student learning. * Open the door to more discussion and possibly partnership – data sharing | *Key Concept: Address priorities* – see sample logic models (create your own) |
| Know yourself first | * We are already in X number of schools – working with X number of teachers * In 2016 we registered 5000 children in the summer program who read for a total of * Goals of summer learning program   + Increase meaningful informal learning opportunities that ensure school success   + Strengthen connection to your local community library as an education destination   + Reinforce reading as an enjoyable activity   + Encourage parental involvement in positive reading and modelling to develop the whole family as a partner in student success * Find studies about kids who read over the summer – where are these * Family centred – reading readiness – how many kids already come to programs every year * Kids who are most in need are least likely to get the support they need over the summer * No fines on children’s materials | *Key Concept: Advocates need to know what they are talking about to be taken seriously* |
| Stories | * New version of what the library is | *Key Concept: Be prepared with great stories – see Springboard stories* |
| Organizational Goals of  Intended Audience | Mission vision values  Current priorities  Foundational documents – Saskatchewan reads | *Key Concepts: People do things for their reasons not ours: Reconnaissance – get to know your audience* |
| Universal Principles of Advocacy - Robert Cialdini | * Reciprocation * Liking * Authority * Social Proof/Consensus Building * Commitment and Consistency: * Scarcity | *Key Concept: Cultivate relationships of credibility and trust* |
| **Meeting** | | |
| State reasons for meeting |  | *BASIC MODEL of communication* |
| Identifying common objectives/agendas |  | *Community Engagement Strategies* |
| Next Steps | How can you help?   * Your local library staff is available to visit your classroom in May or June. Book her now! * Encourage your students to participate * Inform and engage parents * Be a Level Up! partner!   How can we help you? | *Talk about your library in the context of the conversation* |
| **Post Meeting** | | |
| Write it all Down |  | *Capture the conversation looking for commonalities and potential shared successes* |
| Staying Connected |  | *Communicate back about conversation – and action items that may have arisen.* |