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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 valuesCurrent 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.* |