

LIBRARY ADVOCACY AND SUPPORT

4.6.1 LIBRARY ACVOCACY AND SUPPORT

(Excerpt from Library Learning Walk)

| Focus Area | Examples | Wondering / Observations | Next Steps |
|------------------------------|--|--------------------------|------------|
| Library advocacy and support | <ul style="list-style-type: none">• Ongoing communication about library program to school community• Library Advisory Team of teachers, administrators, students, parents | | |

4.6.2 ADVOCACY GUIDELINES AND TOOLKIT

Tips and techniques for advocacy are offered on the Websites of the New York Library Association, the American Association of School Librarians, and the American Library Association.

New York Library Association

http://www.nyla.org/index.php?page_id=514

American Association of School Librarians

<http://www.ala.org/aaslTemplate.cfm?Section=aasladvocacy>

American Library Association

<http://www.ala.org/ala/issues/issuesadvocacy.htm>

4.6.3 LIBRARY ADVISORY TEAM RESPONSIBILITIES

Library Advisory Teams are comprised of representative teachers from across the school. These educators meet regularly with the librarian and serve a vital function by guiding the development of the library program, collection, and services to meet the needs of all students and teachers.

| FOCUS | TASKS |
|--------------------------|---|
| Support | <ul style="list-style-type: none"> • Engages in advocacy to encourage and promote use of the library. • Develops a volunteer program for students and/or parents. • Actively works to help library better meet the needs of students and teachers. • Supports the librarian in writing grants for the library. • Engages the community in library support (fiscal and programmatic). • Attends monthly LAT meetings. |
| Climate and Facility | <ul style="list-style-type: none"> • Reviews facility plans for the update and use of the library. • Supports librarian in securing student work for library displays. |
| Collection | <ul style="list-style-type: none"> • Assists in designing and implementing the collection development policy. • Assists in evaluating strengths and weaknesses of the library collection, both print and non-print. • Makes ongoing recommendations based on the school's curriculum needs and student's diverse interests. |
| Technology | <ul style="list-style-type: none"> • Reviews the school's technology strategic plan to ensure library program is fully integrated. • Assists in the design, implementation and updating of the library website. |
| Equitable Access and Use | <ul style="list-style-type: none"> • Develops a scheduling policy that reflects an open and flexible access philosophy and communicates the philosophy to the school staff, (e.g., presentations at faculty meetings, informal conversations). • Develops circulation policy and assists in communicating the policy to school staff. • Participates in ongoing evaluation of library policies. • Supports librarian in providing public library cards to all students. |
| Collaboration | <ul style="list-style-type: none"> • Reaches out to community organizations and other resources to enhance library programs (e.g. the public library, arts organizations, etc.). • Encourages faculty to collaborate with librarian to plan curriculum and collection development. |
| Integrated Instruction | <ul style="list-style-type: none"> • Encourages teachers and librarian to share responsibility for integrating inquiry, information literacy and technology skills into school curriculum. • Assists in designing and implementing school-wide reading/literacy |

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|-------------------------------------|---|
| | <p>programs.</p> <ul style="list-style-type: none"> • Develops plan for classroom book collections to complement library resources. |
| Program Planning and Administration | <ul style="list-style-type: none"> • Participates in library assets and needs assessment with input from all stakeholders (uses Library Learning Walk). • Assists librarian in developing a strategic plan for the library. • Assists in recruiting and training library volunteers. |
| Professional Development | <ul style="list-style-type: none"> • Encourages teachers to participate in Library REACH collaborative network and mentoring program. • Encourages teachers to participate in cross disciplinary professional development opportunities in technology and inquiry in order to build a professional learning community. • Participates in monthly LAT Meetings and other professional development sessions. |

4.6.4 COMMUNICATIONS TOOLS LIBRARY WEBSITES

A library Web page is the virtual, public face of the library as well as the container for your virtual collection. It should be easy to read and pleasant to look at. The information should be clearly stated and kept up-to-date.

In addition to using it to post helpful Internet sites, you can also link to your subscription databases. (Although you will not be able to publicly post the user names and passwords to your databases, you can password protect a PDF file which contains this information. If you make the “master password” to this file something easily remembered by students, they will be able to access the databases even if they are not in possession of the user name/password list.) If your online public access catalog (OPAC) is web-based, this link can also be posted on your library Website.

In addition to links, the Web page can host library news about new acquisitions, interesting projects taking place in the library, recommended titles, book reviews by students, pathfinders, the library’s mission statement, the hours and general rules for circulating materials. Anything you want to communicate can be posted on this page.

There are several software programs that will help you create Web pages without having to know a lot of HTML. *Front Page*, *Dreamweaver* and *Publisher* are a few programs. There are also several on-line services that will house your Web page if you do not have it directly on your school server.

E-School <http://www.eschoolonline.com/> provides space for school Websites. Usually, the school as a whole subscribes and each teacher has a page.

School Center (<http://www.schoolcenter.com/>) is another paid subscription service that hosts Web pages for the school and its faculty. It requires no knowledge of HTML.

New York Learns is a subscription service to which every NYCBOE teacher has access. In addition to creating a portfolio of Web sites, which you can choose to make publicly available or just keep private for your own use, you can also post documents. You can make all of these publicly available on a Web page, if you choose (<http://www.nylearns.org/>). To set up a portfolio of websites and documents and to create a library Web page, you must have the *NYLearns* training. This training is offered periodically throughout the year in the regions.

To view other schools’ Websites as models for one you would like to set up, see the NYCSLS Portaportal, which lists NYC school Websites or take a look at *Peter Milbury’s Network of School Librarian Web Pages* (<http://www.school-libraries.net/#United>) for links to school library Websites across the United States and the world.

4.6.4 COMMUNICATIONS TOOLS LIBRARY NEWSLETTERS

Newsletters are important tools for library promotion. When school librarians produce regular newsletters, they provide important information for their school communities. Newsletters do not have to be complicated or very long and if your school already produces a school newsletter, be sure to submit a library page for inclusion. A good Newsletter could be one page, a double-sided page, or a booklet of four to six pages. The size is not the primary focus. The focus is always on what's new in the library; recent and future events in the library; acquisitions; student-written book reviews; shortened reports on circulation, class visits, major and minor projects; and other library related news. The purpose is to assist in the creation of community. This is especially true for campus schools where two or more schools share the library.

A regular newsletter can be monthly, bi-monthly, semi-semester or once a semester. Creating a name for the library newsletter is a good idea. You could use the current name of the library or the school's name. Select a logo. There are many public logos. One is available at ALA's website. This link will take you there.

http://www.ala.org/ala/pio/campaign/downloadlogos/Download_Logos.htm

You can also design one of your own.

You can insert pictures if you take digital pictures. You can use Microsoft publisher or any other program that has a newsletter template.

The following links will also provide you with additional information on creating newsletters that excite and provide valuable information to your school community.

http://www.internet4classrooms.com/msword_newsletter.htm

The site listed above is a free website that is available to teachers to help teachers produce better documents for their classes. This page is on creating newsletters with Microsoft publisher.

http://ctb.ku.edu/tools/en/sub_section_main_1068.htm

The site listed above is also a free site that explains the why and how to produce a newsletter

<http://www.byu.edu/health/Syllabi/302/Newsletters1.html>

This site is also a step-by-step discussion on the creation of newsletters.

