

School:

1. Why are you developing an advocacy plan, just for advocacy or a threat to the program? Why did you sign up for this workshop?
2. What are your goals for this advocacy plan? Maintain an aide, change to flex access, increase funding?? Is it an annual plan, 3-5 year plan, longer?
3. Who are the audiences, list all possible stakeholders?
4. What are the major needs in your school improvement plan or the annual goals for your school that the library program can address?
5. What is the district mission statement, what is your library mission statement, does it need to be updated to reflect your advocacy plan?

6. What are your current library programs, services, and resources that reflect your mission statement and need to be promoted via a variety of sources to meet the needs of your school, they should seamlessly fit with all other initiatives at your school. What programs, services, or resources should you consider adding?
  
7. What data is your school collecting? How can you collect library data to show how the library program is supporting the school goals and objectives? How are you addressing how the library program is assisting reading instruction in your school, do you control the guided reading collection, is it embedded into your library circulation software, are you a reading mentor for struggling readers, how is the library program moving along reluctant and accelerated readers?
  
8. Do you have a library brand? If not, can you create one and how will you let everyone know what that new brand is?
  
9. What are your key talking points to tell your success and stories of student learning? Can you enlist students to be your advocates, how about parents, PTO, public library staff, or local service organizations?
  
10. How do you plan to communicate your advocacy plan? Which staff can assist you at school? Literacy Coach, ELA teachers, etc?