

Transforming Libraries with Advocacy

Marci Merola, Director,
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“We’re living in the next big thing.

It’s a little like living in the time when electricity was in its early stages. It took decades for electricity to change the landscape. We’re in the early stages of recasting our commercial lives, our professional lives, our health practices, everything.”

~Andy Groves, Chairman, Intel
Esquire Magazine, May 1, 2000





"In order to be really good as a librarian, everything counts towards your work, every play you go see, every concert you hear, every trip you take, everything you read, everything you know. I don't know of another occupation like that. The more you know, the better you're going to be." --Allen Smith



a palavra “advocacy”

- to champion something, or to defend a cause
- to speak or write in favor of
- to support or urge by argument

public awareness: efforts to inform a given public about a particular issue or idea.

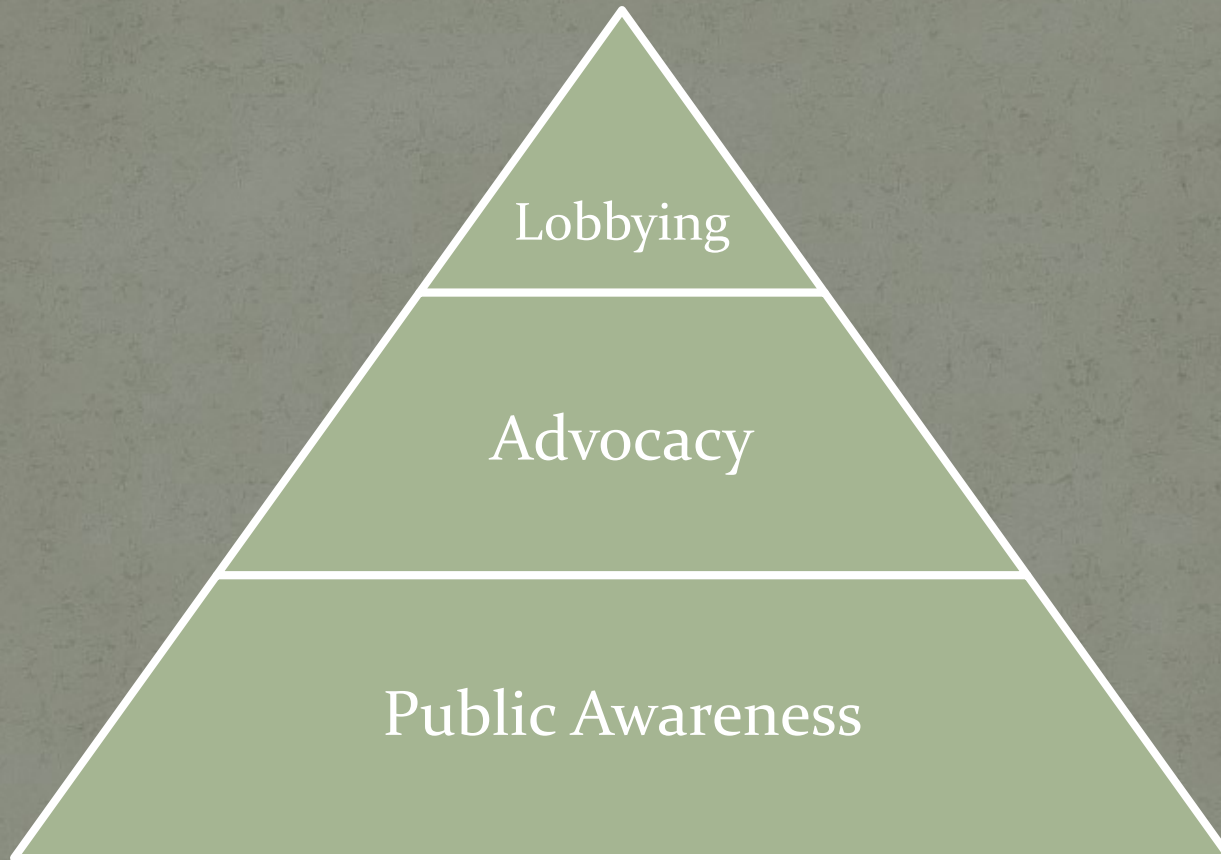


lobbying: to try to influence the thinking of legislators or other public officials for or against a specific cause.



Advocacy: turning passive support into educated action by stakeholders





Lobbying

Advocacy

Public Awareness

What does this mean?

- Determining your goals.
- Getting everyone to talk with a unified voice.
- Identifying potential allies and partners
- Cultivating allies and partners
- Speaking out/having your allies speak for you.
- Repeat.

Key Ideas

- What's in it for them? Why do they care?
- Consider library service vs library value
- Think of everything you do through an advocacy lens.
- Know how to tell your library story.
(message + statistics + a personal story)

What if....

...we rethink advocacy?

...the best person to advocate for the library is not the librarian/archivist?

....we educate ourselves on how to
educate others to advocate on our
behalf?

“Whatever keeps your [school] principal awake at night. What do they dream about?

They need to know that we are the solutions to their nightmares. We help dreams come true.”

*~Mark Ray, Librarian and
Advocate*

*Washington Library Media
Association Conference*



The Transformer



Seattle Public Library, Seattle, Washington



Seattle Public on Saturday morning, 30 minutes before the doors open.

**LIBRARIES
TRANSFORM**

**BECAUSE
EMPLOYERS
WANT CANDIDATES
WHO KNOW
THE DIFFERENCE
BETWEEN A WEB
SEARCH AND
RESEARCH.**

**BECAUSE
STUDENTS CAN'T
AFFORD
SCHOLARLY
JOURNALS ON
A RAMEN
NOODLE BUDGET.**

**BECAUSE MORE
THAN A
QUARTER OF U.S.
HOUSEHOLDS
DON'T HAVE A
COMPUTER WITH
AN INTERNET
CONNECTION.**

Objectives

- Awareness: to increase awareness of and support for the transforming library
- Perception: to shift perception of libraries from “obsolete” or “nice to have” to “essential”
- Engagement: to energize library professionals and build eternal advocates to influence decision-makers at the local, state and national levels.

One Big Idea:

Libraries today are less about what they have for people and more about what they do for and with people.



Carandiru Public Library, Sao Paulo, Brazil

Anyone who thinks they're too small to have an impact has never gone to bed with a mosquito.

~ Anita Roddick,
Businesswoman, human rights activist



Obrigada!

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