

# Outline for Engaged and Active: Building Support for the Library

## Session 1: Introduction to Advocacy

- Getting to know each other – introductions
- How this course will work
- What is advocacy and why is it important - group discussion
- Building blocks for becoming a better advocate
- Understanding yourself, the why, and developing relationships
- What are your goals for this session and for advocacy in general?
- Homework:
  - Watch Library Advocacy from United for Libraries
    - Questions to consider as you watch: what can you use in your own situation?
    - What did you appreciate about what Sally Reed was saying about board members and advocates? What (if anything) did you disagree with or think she didn't understand about your own situation?
  - Work through pages 4-7 of the workbook to reflect on your strengths, why you are interested in doing this work, and how you think libraries add value.

## Session 2: Building Relationships

- What did we learn from United for Libraries' short take? How can we apply it? Discussion of the questions we asked ourselves as we watched the short take.
- Building relationships with others; understanding people lecture
- Homework:
  - Watch "Advocacy and Equity: How Library Boards Can Create Lasting Impact through Compelling Cases and Outreach"
  - What did you learn? How can you use this information in your work? How did building a relationship with County officials help the library? How might building a relationship with your local government officials help your library?
  - Complete exercises on page 9 of the workbook

## Session 3: Telling the Library's Story

- What did you learn from the video? How can you apply what you heard? Discussion of questions we asked ourselves as we watched the video.
- Discussion of homework
- How have you built or repaired a relationship? Discussion
- Telling the Library's Story in a compelling way
- Homework:

- Watch Heal, Re-cover, and Grow: Re-Framing Library Advocacy to Meet our Community's Greatest Needs
  - Questions to consider: what was different about the way the library story was told? What do you like about it? What concerns do you have? How would you shift your advocacy work if you tried something like this in your community?
- Complete the exercises on page 11 of the workbook

## Session 4: Advocacy at the local, state, and national level

- What did you learn from the video? How can you apply what you heard? Discussion of questions we asked ourselves as we watched the video.
- Discussion of homework
  - Storytelling: discussion and practice at telling the library's story
- Homework:
  - Watch Local, State, and National Library Advocacy.
  - Questions to consider: what did you learn? What doesn't match your understanding of things in Montana? What actions could you take here in Montana? What would you like to try and do?
  - Complete the final exercise on page 12 of the workbook

## Session 5: Taking Action

- What did you learn from the video? How can you apply what you heard? Discussion of questions we asked ourselves as we watched the video.
- Discussion of homework
  - What actions do group members want to personally take?
  - What barriers or potential challenges do you see? How can this cohort support you in that work?
- Ways to help statewide and nationally
- Conclusion: review of what we learned; encouragement to keep practicing