



## School Libraries Reaching and Talking to Local Decision Makers Supporting Resources, by slide

**Susi Grissom ([susi.grissom@sbcglobal.net](mailto:susi.grissom@sbcglobal.net))  
Dorcas Hand ([handd51@tekmail.com](mailto:handd51@tekmail.com))**

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Contact us directly with any further questions.

### Slide 6: Capstone Video: *School Libraries Matter*

[\*School Libraries Matter: The Changing Role of the School Librarian\*](#). Produced by Capstone Publishers, YouTube, 2014. (4:42 min - we only showed 1:30 in the webinar.)

California Association of School Librarians. [Does Your School Have a Teacher Librarian? A CSLA Film](#) CSLA, 2014. (another outstanding video, 9:42 minutes)

### Slide 9: Strategies that Work

ALA. [Toolkit for Promoting School Library Programs. AASL, 2015. American Association of School Librarians](#). Accessed 28 Sept. 2016. Page 5, "What Works?"

---. ["Libraries Transform."](#) *ILoveLibraries.org*, ALA, 2016, Accessed 28 Sept. 2016.

### Slide 10: What do YOU bring to the table that other teachers do not?

Church, Audrey. ["Ten Things Your Administrator Needs to Know as the School Year Begins."](#) *KQ (KnowledgeQuest)*, AASL, 10 Aug. 2016. Accessed 28 Sept. 2016. Really a great overview any time of year.

Texas Association of School Library Administrators. ["A School Administrator's Guide to Hiring and Retaining Highly Qualified Librarians."](#) *A School Administrator's Guide to Hiring and Retaining Highly Qualified Librarians*, TASLA. Accessed 28 Sept. 2016. Look at the tabs for interview questions and sample evaluation tools.

### Slide 11: Building Your Relationships

Blattner, David. ["Connect with Your Principal: When you have the ear of an administrator, use your time well."](#) *School Library Journal*, 23 Aug. 2016, . Accessed 28 Sept. 2016.

Johnson, Doug. ["Communicating with your principal."](#) The Blue Skunk Blog, 12 Jan. 2012,. Accessed 29 Sept. 2016.

Moreillon, Judi. ["It is the time you have given..."](#). *Building a Culture of Collaboration*, 12 Sept. 2016. Accessed 28 Sept. 2016.

Ray, Mark. ["Making the Principal Connection."](#) *School Library Journal*, 31 Jan. 2013,. Accessed 28 Sept. 2016.

Sonnenburg, Jay. ["2016-17 Goals & Expectations."](#) PDF file, Aug. 2016.

["The Teacher-Librarian/Administrator Relationship."](#) *Connected Principals Sharing. Learning. Leading.*, Connected Principals, June 2015. Accessed 28 Sept. 2016.

### Slide 12: Find Your Connections

ALA. [Toolkit for Promoting School Library Programs. AASL, 2015. American Association of School Librarians](#). Accessed 28 Sept. 2016. Page 8 bottom.

### Slide 13. Communication Styles Matter

ALA. [Toolkit for Promoting School Library Programs. AASL, 2015. American Association of School Librarians](#). Accessed 28 Sept. 2016.

Page 13 - Reaching Out to Administrators; Page 25 - Communication

Kachel, Deb & Mary K. Biagini. [Transforming Decision Makers into Champions for School Library Programs](#). AASL Rising to the Challenge Conference, November 2013. Program posted in *Pennsylvania School Library Project LibGuide*, AASL Conference 13 tab.

## School Libraries Reaching and Talking to Local Decision Makers - Resources

### Slide 14: Other Ways to Speak

LaGarde, Jennifer. "[School Library Annual Reports: Connecting the Dots Between Your Library And Student Learning.](#)" *The Adventures of Library Girl*, 22 May 2013.  
Ruawai. "[School Library Reporting Advice.](#)" *SlideShare*, July 23 2011.

### Slide 15: Infographics

Creative Bloq Staff. "[10 free tools for creating infographics.](#)" Creative Bloq, Future PLC, Aug. 2016. Accessed 29 Sept. 2016.

### Slide 16: Communication is Key

AASL. "[School Librarian's Role in Reading Toolkit.](#)" AASL. Accessed 28 Sept. 2016.  
ALA. [Toolkit for Promoting School Library Programs.](#) AASL, 2015. *American Association of School Librarians*. Accessed 28 Sept. 2016. Page 8, bottom - Elevator Talks with Strangers  
ALA. "[Add It Up! Libraries Make the Difference in Youth Development and Education.](#)" *American Library Association*. Accessed 28 Sept. 2016. Look at the K-12 talking points from ALA specifically for school libraries at elementary, middle school and high school levels.

### Slide 17: Why Are School Libraries Essential?

ALA. "[Why Are School Libraries Essential?](#)" *ILoveLibraries.org*, ALA, 2014. Accessed 28 Sept. 2016.  
SNL-HISD. "Home Page." [Students Need Libraries in HISD](#), edited by Dorcas Hand. Accessed 29 Sept. 2016.  
Several useful videos collected for easy access.

### Slide 18: Five Fingers, Five Minutes

Hand, Dorcas. "[Advertising Why School Libraries Matter: Five Fingers - Five Minutes.](#)" *Students Need Libraries in HISD*. Accessed 28 Sept. 2016.  
---. "[Making Progress by Fives.](#)" *American Libraries*, Dec. 2011. Accessed 28 Sept. 2016.  
Zavala, Shelly. "[You Can Do Anything for Five Minutes.](#)" *Insights*, Newport Beach Independent Online, 28 July 2013. Accessed 28 Sept. 2016.

### Slide 19: Everyday Advocacy

Association for Library Service to Children. "[Everyday Advocacy.](#)" ALA. Accessed 28 Sept. 2016.

### Slide 20: Video: On School Libraries

[On School Librarians, A Principals' Perspective.](#) Directed by Debra Marshall, performance by Christopher Nester, September 2016. Chris Nester is the 2016 TASL Administrator of the Year.

### Slide 21: The Art of the Ask

ALA. [Toolkit for Promoting School Library Programs.](#) AASL, 2015. *American Association of School Librarians*. Accessed 28 Sept. 2016.  
Page 7-8 - Tips Worth Their Weight in gold  
Page 32-33 - Key Messages

### Slide 22: Talking Points

ALA. "[Add It Up! Libraries Make the Difference in Youth Development and Education.](#)" *American Library Association*. Accessed 28 Sept. 2016. Look at the K-12 talking points from ALA specifically for school libraries at elementary, middle school and high school levels.  
Elevator speeches  
Kachel, Deb & Mary K. Biagini. [Transforming Decision Makers into Champions for School Library Programs.](#) AASL Rising to the Challenge Conference, November 2013. Program posted in *Pennsylvania School Library Project LibGuide*, AASL Conference 13 tab. Includes video example of an elevator speech.  
Hand, Dorcas. "[Key Message Grid.](#)" PDF. Sept. 2016.  
Heraper, Sue. "[Ask Me How School Librarians Ensure Student Success, Sample Elevator Speeches.](#)" Google doc file. Loosely related to ESSA, but useful examples.

## School Libraries Reaching and Talking to Local Decision Makers - Resources

### Slide 23: Make the Ask

TLA. "[TLA Advocacy Primer: Making "The Ask."](#)" *TLA Advocacy*, March 15, 2010. The rest of the page may also have helpful hints.

### Slide 24: Key Message Grid

Hand, Dorcas. "[Key Message Grid.](#)" PDF. Sept. 2016.

### Slide 25: Roadblocks

ALA. [Toolkit for Promoting School Library Programs.](#) AASL, 2015. *American Association of School Librarians.* Accessed 28 Sept. 2016.

Page 6 (bottom)-7 - What Hinders?; Page 22-24 - Tough Questions

Patterson, Kerry, Joseph Grenny, Ron McMillan, and Al Switzler. *Crucial Conversations: Tools for Talking When Stakes Are High.* New York: McGraw-Hill, 2002.

### Slide 27: Those Questions that keep coming back

ALA. "[FAQ's and Definitions.](#)" *ILoveLibraries.org*, ALA,. Accessed 28 Sept. 2016.

---. "[Why Are School Libraries Essential?](#)" *ILoveLibraries.org*, ALA, 2014.

TLA. [Is a district required to hire/retain school librarians?](#) PDF file, Oct. 2016.

TLA. [What research data defends certified School Librarian's impact on learning?](#) PDF file, Oct. 2016.

### Slide 28: Superintendent and School Board

Moreillon, Judi. "[It is the time you have given...](#)". *Building a Culture of Collaboration*, 12 Sept. 2016. Accessed 28 Sept. 2016.

### Slide 29. Video: Communicating with School Administrators

[Communicating with Administrators: Tips from a Superintendent.](#) Directed by Vanessa Ashcraft, performance by Dr. Bill Chapman, September 2016.

### Slide 30: Stakeholders and Data

Hall, Debbie. "[HISD Board Representatives.](#)" *Students Need Libraries in HISD*, Sept. 2015. Accessed 28 Sept. 2016. Each board district shows a map of "book deserts" which Debbie defines as school campuses circulating 1 or less books per student per year, according to district circulation data. The maps also show public libraries and large "box" book stores.

### Slide 31: Dallas ISD

Haag, Matthew. "[Trustees face tough choice on budget cuts.](#)" *Dallas Morning News, The (TX)* 10 Jun. 2011, 1, METRO: B01. Web. 9 Oct. 2016.

Wilonsky, Robert "[Before Dallas ISD Releases Two New Budgets, a Plea for Trustees to Save 42 Librarians](#)" *Dallas Observer*, June 9 2011

### Slide 32: Today's Meet

<https://todaysmeet.com/DoableAdvocacyWebinar>

### Library Professional Organization Advocacy Websites

[www.ala.org/aasl/advocacy](http://www.ala.org/aasl/advocacy)

[www.txla.org/advocate](http://www.txla.org/advocate)

[www.txla.org/groups/TASL-Advocacy](http://www.txla.org/groups/TASL-Advocacy)