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**CREATING AN ADVOCACY ACTION PLAN**

Conducting successful advocacy for your library begins with an advocacy goal and an Advocacy Action Plan to help you reach your library’s advocacy goal. This Advocacy Action Plan Workbook is a tool to help you create an Advocacy Action Plan for your library and collect the information and tools that you will need to put the plan into practice. The training sessions you will participate in during *Turning the Page: Supporting Libraries, Strengthening Communities* will link to different sections in this workbook.

As you progress through the advocacy training program, you will be prompted to fill in sections of this workbook and to discuss your ideas with your colleagues. By the end of the training, you will have a solid foundation for an Advocacy Action Plan that your library can follow to reach its advocacy goal.

As you will learn during the training program, advocacy plans can change over time. It is important to think of your Advocacy Action Plan as an evolving document that you will update regularly and use to track and measure your progress toward your advocacy goal. This workbook can also serve as a model template for future advocacy projects for your library.

***What is advocacy?***

*Advocacy is the actions individuals or organizations undertake   
to influence decision-making at the local, regional, state,   
national, and international level that help create a desired   
policy or funding change in support of public libraries.*

**1.** Your Library Advocacy Goal

The Need

**What are some of the needs in the community?**

In China, there are more than 1,000 universities in various provinces and cities, and each university has different book holdings. Some universities cannot conduct more research and teaching activities due to lack of sufficient books, papers, etc. There are not many exchanges between universities, and sometimes academic exchanges between universities are not enough to supplement books and articles. Therefore, Chinese universities urgently need a way to cooperate and meet the needs of each university book.

**What services could the library provide to meet those needs?**

In China, the National Library is located in the capital and is the largest library. The library has a large collection of books that can be used by universities.

**What is preventing the library from providing those services?**

In the past, there has never been a university-centered activity in book exchange and cooperation, and there is no corresponding experience.

The Solution

**How can we solve this problem and remove this barrier?**

Let the National Library first exchange books between universities in a certain region, accumulate enough experience, and finally promote to the whole country.

**Is there a solution that requires the involvement of people or groups outside of the library?**

Yes, government support is needed. Because the National Library is part of the government organization.

Your Advocacy Goal

**What is your advocacy goal?**

Let the National Library serve as the center of exchanges between books and articles in various universities, and provide each university with the books and articles they need.

2. Setting Advocacy Objectives to Monitor Progress

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Advocacy objectives help break down your advocacy goal into more manageable achievements. Think of it as a feast you are preparing for friends and family. You will want to focus on the individual dishes that make up the feast, get the correct ingredients for each dish, and determine how much time you need to prepare them.

Remember to make your advocacy objectives as specific and measurable as possible, so you can more easily track your progress towards completing your goal.

|  |  |  |
| --- | --- | --- |
| Advocacy Goal:  Let the National Library serve as the center of exchanges between books and articles in various universities, and provide each university with the books and articles they need. | | |
| Advocacy ObjectiveS And Tactics  *A good objective will be quantified (tied to specific numbers), qualified (where you describe the kind of change you want to see), and should have a set timeframe. If you don’t have all three of these components, it will be difficult to tell whether you have achieved your objective.*  *If your advocacy goal was “By June of next year, the local government increases the public library’s annual budget by two percent,” your objectives could include: “By January of next year, the city council proposes a new resolution that positions public Internet access as a core library service and recommends an annual budget increase.”*  *You will fill in the objectives early in the training and the tactics and timeline at the end.* | | |
| Objectives  *What are the changes you need to see in your library’s situation to make your advocacy goal possible?* | Tactics  *What activities will you need to conduct to make those changes happen?* | Timeline  *What is the timeline for implementing these activities? Try to be specific, knowing you can change the schedule later.* |
| 1. The government agrees that the National Library serves as a center for the exchange of books and articles between universities. | Proposing proposals at the people's congress and seeking support from all participating delegates. | In 2 years, before 2020. |
| 1. Centering on the National Library, exchange books and articles with Tsinghua University and Peking University. | Tsinghua University and Peking University applied to the National Library for book and article exchange. | Jan 2020 – Feb 2020 |
| 1. The National Library has become the center of book exchange between universities in Beijing to help the shortage of books in some universities in Beijing. | Apply to the National Library from each university in need in Beijing to conduct book and article exchange activities. | Mar 2020 – May 2020 |
| 1. The National Library has become a library of books and articles for universities in various provinces in northern China to help universities get the books they need. | Application by the various universities in the north to the National Library for the exchange of books and articles | Jun 2020 – Nov 2020 |
| 1. The National Library has become a library exchange center for Chinese universities, helping each university to build their complete book system. | Apply to the National Library for each university in China and exchange books and articles. | Dec 2020 – Dec 2021 |

3. Identifying and Understanding Target Audiences

An essential component of advocacy is knowing who the decision-makers are that you need to reach to help you achieve your advocacy goal. Target audiences are the groups, organizations, government entities, and individuals that you need to engage, persuade, and motivate to help you reach your library advocacy goal. Based on your library advocacy goal, identify your target audiences in the chart below. Then, respond to the questions for each audience.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Primary Audiences**  *Decision-makers* | **Secondary Audiences**  *Influencers* | **Library Stakeholders**  *Community Allies* |
| **Who are your audiences?** | National Library Director | University President | College Students |
| **What action or actions can they take to support your library’s advocacy goal?** | Agreed to be the decision of each university book exchange center, and provide books to each university you need | Apply to the National Library for books and articles needed by the University | Demand for books and articles in social media and on campus activities |
| **Does the library already have a relationship with them? If not, are there other people who can help make an introduction and/or help form a relationship for the library? Who are they? How will you approach them?** | Yes. He is the administrator of the library. The national library is not just a library, but also a government agency. | The president of the university can have sufficient exchanges with the director of the National Library at the people's congress. You can also apply to visit the National Library through exchanges. | College students can enter the National Library as individuals, but generally do not have access to the library administrators. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Do you need more information about your target audiences’ perceptions of the library? If yes, what methods will you use to get this information?** | Yes. It would be a good idea to let the university presidents group visit the National Library together. | Yes. This requires the school's teacher, the researcher to apply to the university president to find out whether the principal is willing to apply for help from the National Library. | Yes. A college student survey is needed to determine college students’ views on books and articles. |
| **What do you want your target audiences to think, know, and feel about the library so that they will help the library achieve its advocacy goal?** | I need the library director to realize that the National Library is the largest library in China and the most abundant library of books and articles. He has the responsibility and obligation to help the development of universities across the country. | University presidents need to recognize that if you want enough books and articles for library development and research progress. | College students need to realize that the help of the National Library has great support for their own study and research. |
| **What are the categories of library impact that will be of greatest interest to your audiences?** | As the curator of the library, he is most concerned about whether the National Library plays the responsibility and obligation of China's largest library. | The president of the university is most concerned about the library's collection of books and whether the article can be smoothly provided to the university. | College students are concerned about whether the library's collection can help their research and study. |

4. Your Library Advocacy Messages

3

Effective advocacy messages provide people with a clear understanding of **why** and **how** they should help. The most effective Advocacy Action Plans have one main message, with up to three underlying messages to support the main message. Use the space below to draft your core message and supporting messages for your library, and to make notes on how you would adjust those messages for a different audience. The key questions you should consider when developing each message are noted for your reference.

insert Library advocacy goal (from page 3):

Let the National Library serve as the center of exchanges between books and articles in various universities, and provide each university with the books and articles they need. \_\_\_\_\_\_\_\_\_\_\_\_\_

Insert primary Target Audience (from page 6):

National Library Director

Six Advocacy Message Questions

1. What does the community need that your library advocacy goal seeks to fill?

*(Example: improving employment, health, civic engagement, and education in the community through access to Internet and other services)*

Help universities get the books and articles they need to promote research projects at universities.

1. How will life be better in your community if you reach your advocacy goal? *(Example: healthy, economically secure, engaged citizens; equal access to opportunity available through Internet)*

Every university will get enough books and papers, the education will be improved and many researches will easy to process.

1. Why should your audience act to help? *(Example: benefit to the community; addressing a need)*

Because they all get benefits from the advocacy message. The library curator will make the National Library play its biggest role. The university will get enough papers and books. The college students will get better education and researches.

1. What actions can your target audience take to help you reach your advocacy goal? *(Example: funding or policy change; outreach to decision-makers; attendance at a library awareness event; sharing information about library services)*

Try to change the policy; let others see the benefits if the goal comes true.

1. Are there relevant statistics or examples that would help persuade your audience to act? *(Example: impact data on behavior and lives changed because of services offered by the public library)*

The speed of research accelerate when the researchers get enough books and papers. More books and papers attract more high-educational professor join the university.

1. If your audience has a misperception about the library and its services, what supporting statistics or examples would help correct it? *(Example: statistics about the library’s challenges; data about number of people who use services, etc.)*

One reason why American universities can develop so rapidly is that they have enough books and advanced articles to help later researchers conduct research.

**4. your library advocacy messages (continued)**

|  |  |
| --- | --- |
| Core Message:  The National Library has enough books and articles to help all universities across the country improve their education and research. You can support that the national library become the center of sharing books and papers for all the universities. Then your children will receive better high education. | |
| Supporting Messages | MESSAGES FOR Different Audiences |
| The National Library has enough resources for books and articles to help those in needs, and can serve as a center for book exchange. However, before this, China did not have the corresponding policies to support such actions. | National Library Director |
| The library offers valuable resources to the universities, including more books and papers, helping do researches, improve education level that can help all the students, teachers and researchers. | University President |
| Library visits have increased by 50% in the last year and there is always a waiting list for college students to find the important book or paper. We need more books and papers in our university. | College Students |

5. Creating Your Library Story

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Opportunities to talk about the library happen every day. It is important to be ready to tell a short, compelling story about your library that will capture the attention and interest of the listener. Using the target audience(s) you have identified, please complete the questions below. Remember to refer to the messages and supporting facts that you identified in *Creating Library Advocacy Messages.*

Insert primary Target Audience (from page 6):

National Library Director

1. Would your target audience find a factual, anecdotal, inspirational, or integrated story about the library most appealing?

Yes.

2. Based on your response to the previous question, list the facts, data, and/or anecdotal information about the library that would be of interest to your target audience.

1. In the wish list of each university library, there are many different categories of papers and books.
2. Recently, many college students from other provinces came to the National Library to inquire about research materials and papers.
3. The research progress of the researcher was seriously affected because some key papers were not authorized, or some papers could not be found in the local school.

3. Using the information you noted above about your target audience, how would you customize your supporting advocacy messages for this audience member?

The National Library has enough resources for books and articles to help those in needs, and can serve as a center for book exchange. However, before this, China did not have the corresponding policies to support such actions.

The National Library has a wealth of books and papers that are not owned by other university libraries. If the National Library can serve as a center for all universities in China, then the quality of research and teaching in each university will be better.

4. Use the space on the next page to combine your library story elements and advocacy messages and draft a short library story that will resonate with your target audience. Remember, this library story is one that you will want to commit to memory so that you are ready when an opportunity arises and you have a minute to talk to about the library to a target audience member.

**Use this space to draft Your short library story**

I want to tell you a college professor, Steve, who runs into trouble every year before starting school. Because computer technology is constantly improving, Steve tries to add new content to his teaching every year. However, due to the size of the university library. Very small, unable to provide enough books and paper for Steve. So he needs to go to Beijing to visit the National Library every year before the start of school, and spend a week to improve his lesson plans. Because the professor is old, the dean of the college is Apply to the National Library, hope that the library can provide them with enough books and papers.

LINKS TO: Session 8 *Creating a Library Story*

“Never doubt that a small group of thoughtful,

committed citizens can change the world.

Indeed, it is the only thing that ever has.”

**Margaret Meade**