Outreach Advocacy

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Objectives for this training:

- What is advocacy
- Why is advocacy important
- Types of advocacy
- Examples of advocacy
What is Advocacy

AASL:
- Process that builds partnerships to turn passive support into educated action in support of libraries

PLA:
- Process of acting to increase public funds and ensure resources needed for the critical success of libraries

Outreach Librarianship:
- Focuses on the success of Outreach Librarianship
Why is Outreach Advocacy so important?

Outreach typically:

• Is an afterthought
• Underfunded
• Understaffed
• Serves underserved patrons/patrons facing barriers to service
• Is not largely understood
Professional Advocacy

Outreach:

- No formal definition
- No best practices
- No education
- Not many professional developmental opportunities
- Misunderstanding & lack of knowledge = lack of funding, staffing, and support
Professional Advocacy

Outreach Librarianship Course (MLS)
- Queens College
- Kim McNeil-Capers

Association of Bookmobile and Outreach Services
Advocacy for Funding?

Municipal/District
Budget Presentations
Public Comment

Grantors
Defined Need
Expanded Reach
Connector
Organizational Advocacy: Internal vs External

**External**
- Community members
- Users and non-users
- Community Partners
- Other Libraries

**Internal**
- Staff
- Administration
- Board
- Organizational leadership

**Two-way street**
- Internal stakeholders are just as important as external

**Buy-in**

**Strategic Development**

**Communication is key**
Organizational Advocacy: Library Boards and Admin

- Misconceptions
  - Library Service not marketing
  - Unclear on barriers to access
  - Not every staff member is the right one for outreach

- Advocacy
- Helping Build Community
- Outputs vs Outcomes
- Success Stories
- Public Comment from Underserved Populations
- Formal requests for service
- Board and Interests

Multilingual Nursery Rhyme Booklets and DVDs
Community Advocacy

Identify your community

- Users and non-users
- Consider organizational partnerships

Understand your community

- Community Assessment or review your data
- Where do your users live/not live
- How do people learn about the library?
- How can you increase your communication?

Advocate!

- Elevator speeches
- Stickers/branded materials
- Swag and information

Be active

- The worst pitfall: getting critical community feedback and doing nothing to remedy the issues
- Letting the momentum stagnate
Advocating for our Patrons

The challenges of outreach

- More time
- More money
- More skills needed

Underserved populations and barriers

Our patrons deserve access to library resources
• Strive to balance inputs with outcomes

Internal advocacy is especially important here
Be receptive to their needs, not your offerings
Community Advocacy
MOVE 2020 Impact Video

MOVE’s 2020 Impact
HPLD State Lobby Day Video
Questions?
Contact Us!

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Previously Recorded:

Outreach Foundations, September 7th

Mobile Services, September 14th

Outreach Services, September 21st

Virtual Services, September 28th

Events Services, Community Conversations and Feedback Loop, October 5th

Community Partnerships

Collecting Data in Outreach and Community Assessment, October 19th