

The background features a light gray dashed line forming a large circle. Various colored circles are scattered around: a large teal circle with a white center in the top left, a medium blue circle below it, a large lime green circle in the top right, a small teal circle below it, a large orange circle in the bottom right, a small pink circle above it, a large green circle with a white center in the bottom left, a small yellow circle above it, and a large yellow circle in the bottom right. A dashed yellow circle is also visible on the left side.

“But I’m not an activist”:

An advocacy primer and pep-talk for
the scared or reluctant librarian.

Hello!



I am Dayna DeBenedet

I am a library advocate. Sometimes a scared or reluctant one. I am also a tea drinking, podcast listening, quilt making, community theatre doing, introvert.

You can find me at @librarianishly on twitter and instagram.

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“

You are already
library advocates.

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Getting to know each
other.

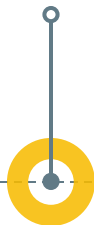
MentiMeter



www.menti.com

My 2019 advocacy journey

A Request:
Pre-Budget Consultations
in Dryden



A Coincidence:
Connecting with the
media



A Choice:
Connecting with Northern
Libraries.





My 2019 advocacy journey

Media

Speaking with the media local, regional and national news, even international connections with publications like Library Journal.

Telephone

Talking to librarians from across the province by teleconference and one-on-one.

Statement

Collaborating with 58 libraries across Northern Ontario to release a statement about the impact of cuts to OLS-North.

Website

Developing and launching the saveolsn.ca website to highlight the work done by OLS-North to support Northern Ontario's libraries.

Templates

Working with librarians across the province to develop and make available templates for letters, petitions, FAQ sheets etc.

Outreach

Working with organizations like the OLA to increase engagement with Northern libraries and continue advocating for our libraries.

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What does advocacy
look like?

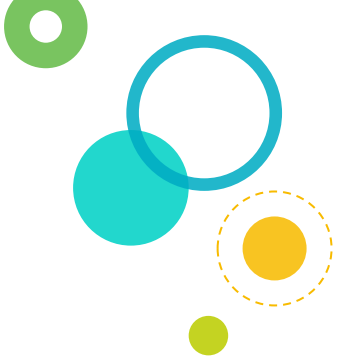


My personal philosophy of advocacy

- ◎ Advocacy is personal
- ◎ Advocacy doesn't have to look one specific way
- ◎ Advocacy is allowed to be emotional
- ◎ Advocacy is collaborative and creative
- ◎ Advocacy is shared



What does that look like in action?

- ◎ Clear focus
 - Small libraries, Northern libraries, Rural libraries
 - ◎ Working with partners to develop and share resources
 - Our advocacy can enable the advocacy of others
 - We are stronger together
 - ◎ Positive but firm tone
 - ◎ Knowledge of community informs actions and solutions
- 



The Harry Potter Alliance

“ We believe in
positive activism.
We believe
in magic.”



What does it take to be a good advocate?

Leadership

Message

Individuality

Resilience





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Leadership





Advocacy Leadership vs Library Leadership

- ◎ Leading advocacy may be part of library leadership, but it involves its own unique set of skills.
- ◎ I want to highlight a leadership model that is specific to advocacy/community organizing.

The Social Change Model of Leadership



A model for leadership in advocacy and activism.



In the Social Change Model of Leadership a Leader is defined as:

“Anyone who wants to work with others to make a difference.”



The Social Change Model of Leadership Development

- © The Social Change Model of Leadership Development is a collaborative and creative model of leadership that emphasizes change over power, and collaboration over hierarchy.
- © This leadership model emphasizes that leaders effect change without necessarily being in traditional leadership positions of power and authority




Leadership Assumptions

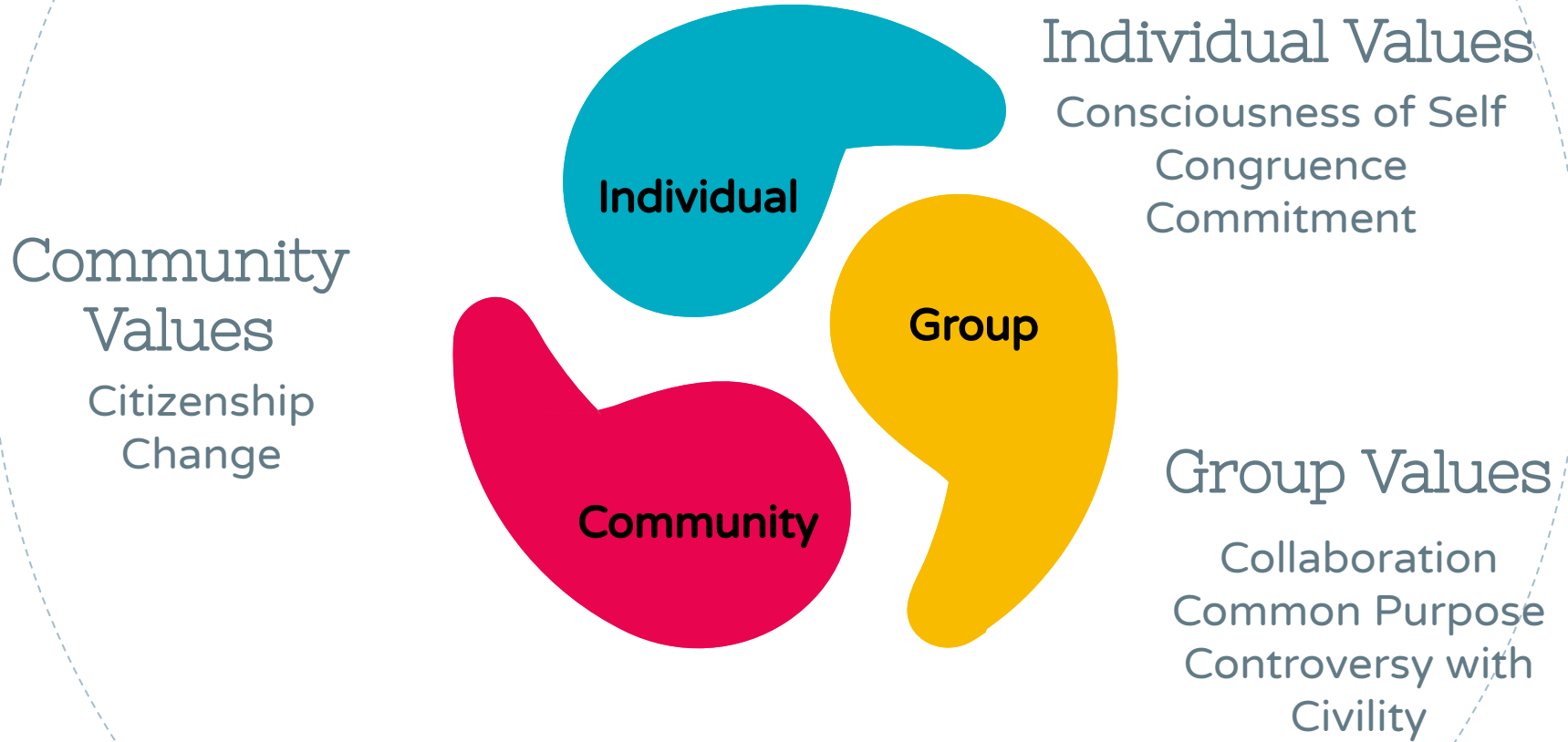
- ◎ Leadership is socially responsible; it impacts change on behalf of others.
- ◎ Leadership is collaborative.
- ◎ Leadership is a process, not a position.
- ◎ Leadership is inclusive and accessible to all people.
- ◎ Leadership is values-based.
- ◎ Community involvement/service is a powerful vehicle for leadership.



The 7* C's of Leadership

- ◎ Consciousness of Self
 - ◎ Congruence
 - ◎ Commitment
 - ◎ Collaboration
 - ◎ Common Purpose
 - ◎ Controversy with Civility
 - ◎ Citizenship
 - ◎ * Change
- 

Values and the Social Change Model





The “C”s of Leadership – Individual Values

Consciousness of Self


Awareness of your beliefs, values, attitudes and emotions; understanding what drives you to action. It is essential to develop this skill before you can fully engage in collaboration.

Congruence

Behaving consistently in line with your values and beliefs. Behaving with authenticity and honesty toward others.

Commitment

The energy or motivation that drives you to serve or advocate for change; reflects passion and intensity. It is related to both the collaborative process as well as the goal or desired outcomes.





The “C”s of Leadership – Group Values

Collaboration

Working with others for a common effort. Leadership as a group process; encourages group to transcend individual goals.

Common Purpose

Working with a shared goal and values; a shared vision and goal that defines the work of the group and directs the work.

Controversy with Civility

Recognizes two fundamental realities of any creative group effort: that differences in viewpoint are inevitable, and that such differences must be aired openly, but with civility.



The “C”s of Leadership – Community Values

Citizenship

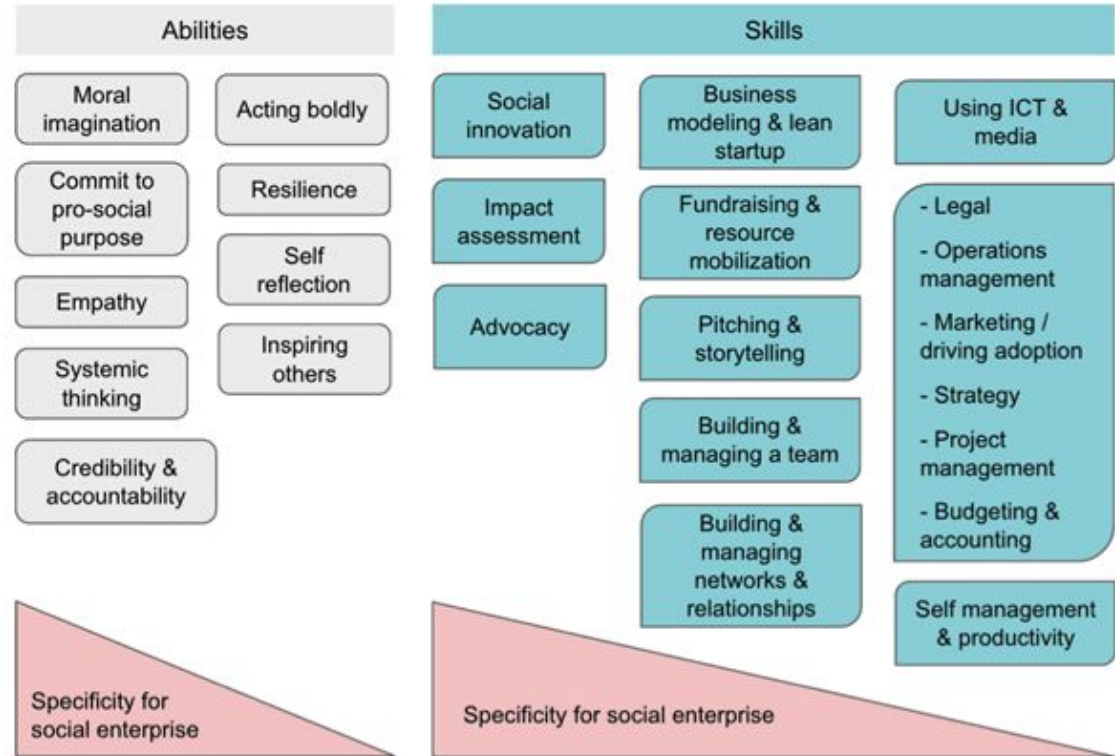
The process through which both the individual and the group become connected to the community. A sense of civic and social responsibility to the community.

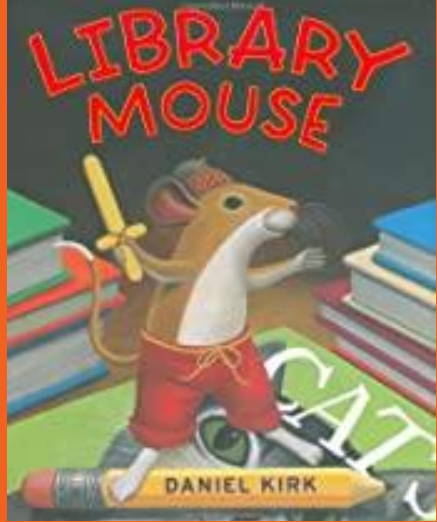


Change

The ultimate goal of this process - a tangible result created through this collaborative advocacy. To continue the group must be able to adapt to environments and situations that are constantly evolving.

Skills and Abilities for Social Change





Who
should be
leading
Library
Advocacy?



Leadership roles at every level

Board

Set a strategic direction; create policy that enables advocacy efforts; understand their role as an advocate for library services and their political voice.

Senior Management

Set the tone and voice of any institutional advocacy efforts; share knowledge and resources; represent the Library in the community.

Staff

Be knowledgeable about advocacy efforts; take part in sanctioned advocacy efforts; share knowledge and resources.

Council

Ability to discuss library issues at the ministerial level and ask questions to political leaders; knowledge of the library is vital to this work.

Patrons

Leverage their individual power as constituents to advocate on behalf of the library; share, support and develop grassroots advocacy initiatives.

Public

Awareness and public sentiment can shift political priorities; share or take part in advocacy efforts; reach out to decision makers and stakeholders.



The Library Board as an advocate

- ◎ The Library Board can be one of the most powerful advocacy voices for their Library.
- ◎ To meet this challenge the Library Board needs to:
 - ◎ Understand the governance role of the Board
 - ◎ Be knowledgeable
 - ◎ Create effective policy
 - ◎ Be engaged and supportive



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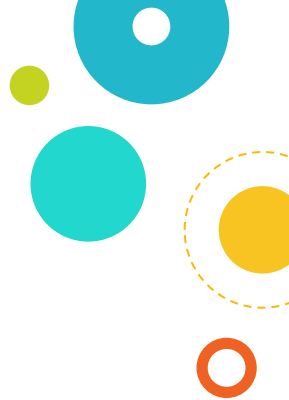
Message

Who and what are you
advocating for?





Refining your message

- ◎ Understanding impacts
 - ◎ Gathering your facts, stories and strategies
 - ◎ Developing your elevator pitch
 - ◎ Focused messages are more effective than broad messages
 - ◎ Clearly defined impacts
 - ◎ Impacts are tied to political priorities
 - ◎ Easily articulated solutions
- 

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What is the strongest way to get your message across?

- ◎ Think about your audience
 - What are their priorities?
 - How are they connected to you?

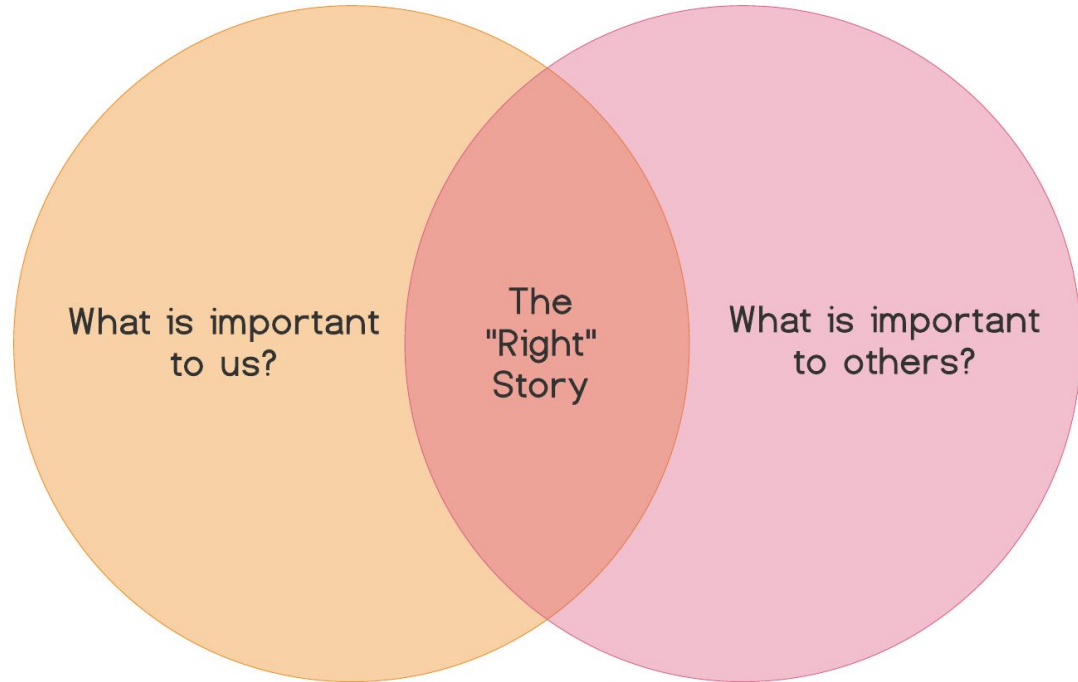
- ◎ What type of message will that audience find most compelling?
 - Is it statistical?
 - Is it financial?
 - Is it rhetorical?
 - Is it personal?



The power of story

- ◎ Narrative is the strongest tool we can use to tie together our message, impacts, solutions and data.
- ◎ Narrative has the power to translate the things we “know” as library staff or stakeholders into relatable stories for others.
- ◎ We are already storytellers - we just have to learn how to tell our own stories effectively.

How do we identify a strong story?





How do we develop a story for public use?

- ◎ Audience
- ◎ Tone/Energy
 - Appropriate to venue and audience
 - Appropriate to goal
 - Energize, Inform, Organize
- ◎ Medium
 - Written
 - Video
 - Graphic
 - Social Media
- ◎ Call to Action



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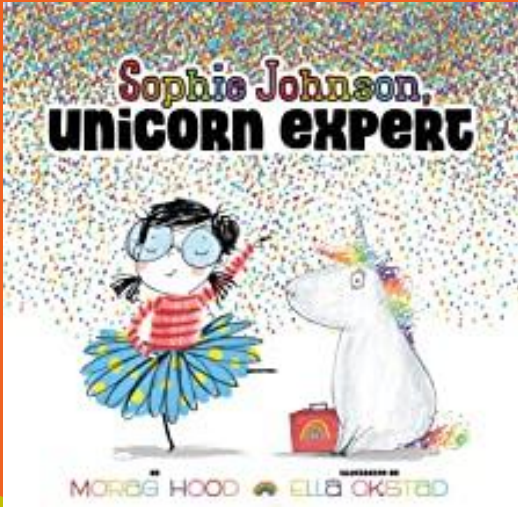
Individuality



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“

What is the story
that *only* you can
tell?



You are the expert...

- ◎ On your library.
- ◎ On your patrons.
- ◎ On your community.
- ◎ On your impact.



Developing your advocacy narrative

Your story

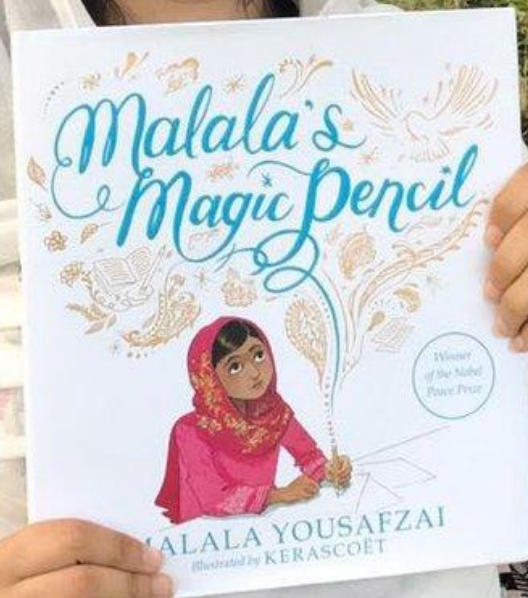
- ◎ Specific
- ◎ Relatable
- ◎ Based on your experience.
- ◎ Incorporates your tone and voice

“The” story

- ◎ General
- ◎ Rehearsed
- ◎ Based on facts or generalizations
- ◎ Uses a “corporate” voice

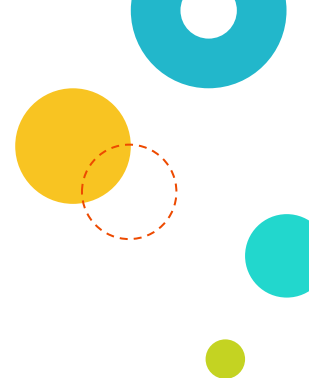
“The” story can be a starting place for developing your message and guiding your advocacy, but it doesn’t have to be the whole narrative.

Consider the
power of a
single story.





Developing your personal advocacy philosophy and style

- ◎ What is your core message?
 - ◎ How do you want to communicate that message?
 - ◎ What tone do you want to speak in?
 - ◎ Do you have any inspiration to draw from?
- 

A decorative graphic consisting of various colored circles (pink, orange, yellow, green, blue) and dashed lines of different colors (pink, orange, green, yellow) scattered around the slide.

Getting your message “on brand”

- ◎ Leadership as a process, not a position.
 - Everyone is an advocate, so everyone needs to know the story, and have a chance to personalize the story.
- ◎ Connecting individual narratives to tell a larger story.
- ◎ Developing “Brand Guidelines” for your advocacy.
- ◎ Keeping lines of communication open.
 - Advocacy is a front-line activity, it rarely comes only from the top.

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Maintaining your message and story

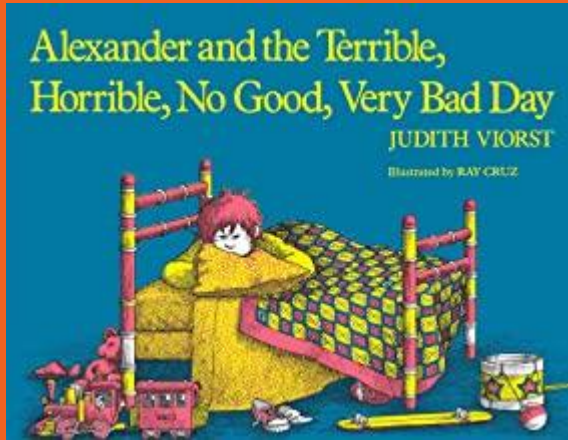
- ◎ Translating your story for a variety of formats.
- ◎ Making your story accessible to the media.
- ◎ Resisting the off-message and off-tone bait.



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Resilience





Advocacy can be hard.

- ◎ Acknowledge your frustration and struggles.
- ◎ Build your support system and ask for support where you need it.
- ◎ You are the most valuable resource - take care of yourself.



Library advocacy is a marathon with the occasional sprint

- ◎ Planning for long-term advocacy
 - Understanding the value and impact of your library
 - Planning and evaluation are key
 - Training and knowledge sharing
- ◎ Planning for short-term advocacy
 - Developing strong relationships and partnerships
 - Creativity
 - Passion and persistence
- ◎ Remember during the sprints that we are still running the marathon.

A decorative graphic featuring various colored circles and rings. On the left, there is a large yellow ring with a dashed green inner circle, a pink circle with a white dot, and an orange circle. Below these are a green circle, a dashed cyan circle, a yellow ring, and a blue circle. On the right, there is a green circle with a white dot, a yellow circle, a green ring, an orange circle, and a dashed red circle with a pink dot.

We are built to last...

- ◎ Libraries have been around longer than any of us, and they will outlive all of us.
- ◎ Libraries are adaptable.
- ◎ Our communities value our services.

A decorative graphic featuring several overlapping circles and rings in various colors including yellow, pink, orange, green, blue, and teal. Some circles have dashed outlines, and one has a white center. The circles are scattered across the slide, with a large yellow one on the left and smaller ones on the right and bottom.

... but that doesn't mean we don't get beat up.

- ◎ Set reasonable expectations.
- ◎ Find a personal and professional support system.
- ◎ Take care of yourself.



Silencing Self-Doubt

- ◎ We are our own worst critics.
- ◎ Don't judge yourself based only on your worst day.
- ◎ Remember your skills, experience and record.

There's always tomorrow.

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Martyrdom is not a
long lasting career.

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7

This is your pep-talk

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“

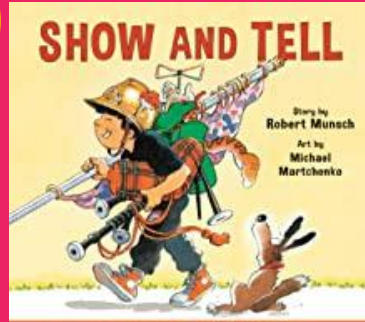
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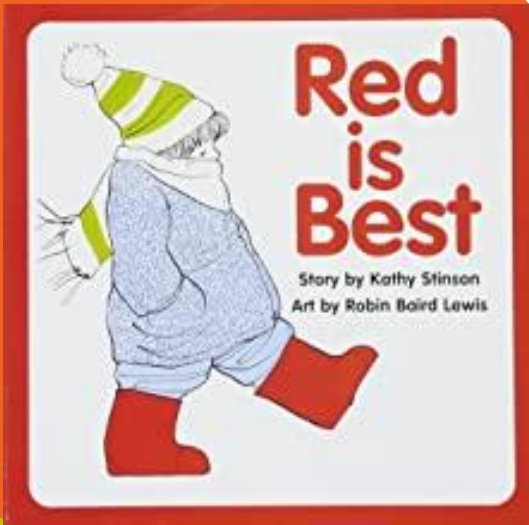
If I can do this, so can
you.

You are the right person
for this job.

We have the people and skills
we need to tell this story.



Ontario's library community is an
embarrassment of riches.



Our story
is a good
one.

Thanks!



Any questions?

You can contact me at

ddebenedet@dryden.ca or dayna.debenedet@gmail.com.



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